

**1996 Census
Communications
Evaluation**

**Évaluation des
Communications
du Recensement de 1996**



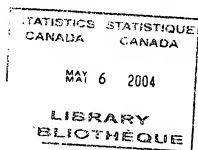
VOLUME 2



Statistics
Canada

Statistique
Canada

Canada



Promotional and Reference Materials

**Outils de promotion et documents
de référence**

4.4 Publicité payée

L'agence de publicité retenue devait voir à la production d'annonces radio et imprimées en français et en anglais. La production des toutes premières annonces françaises n'a pas atteint le niveau de qualité souhaité. Les textes, tant imprimés que radio, ont donc à partir de ce moment-là été adaptés à l'interne par l'équipe de rédaction française. Bien que les textes français aient été produits à l'interne, la méconnaissance du français par l'agence a tout de même occasionné des erreurs et des pertes de temps inutiles, principalement lors de la mise en page des annonces imprimées.

4.5 Communications internes

La gestion du Programme de communications du Recensement de 1996 était assurée par une équipe composée du gestionnaire des communications et des trois chefs de sous-section. L'équipe de gestion se réunissait régulièrement. Cette approche, bien qu'elle soit efficace en termes de gestion, ne contribue pas autant qu'une approche plus participative à développer un sentiment d'appartenance au projet chez les autres membres de l'équipe. En outre, l'information peut parfois circuler seulement au sein de l'équipe de gestion, information qui, dans certains cas, pourrait être d'intérêt pour les autres membres de l'équipe.

4.6 Processus d'approbation

Tous les efforts ont été faits pour que des textes finaux soient transmis à la traduction. Toutefois, de nombreux changements ont été faits dans les textes originaux après leur traduction. En raison des délais serrés, nous ne disposons que de très peu de temps pour insérer des changements dans un texte lorsque la traduction est terminée. Souvent, ces changements sont faits à la hâte, autant en anglais qu'en français, ce qui augmente le risque d'erreurs (par exemple des différences de contenu entre les deux langues).

5.0 Style Guide Binder

The style guide was prepared for use by census communications staff in head office and the regional offices to ensure the census materials produced were consistent in capitalization, terminology, definitions, figures, spelling, punctuation and message; to provide direction for those areas in which there is no universal agreement among grammarians; and to provide direction on the use of sensitive phrasing.

There was no census style guide for the 1991 Census. As a result, staff consulted *The Canadian Style* and other reference books for style questions. For areas that weren't addressed in the reference books, decisions were made, but not documented, so some staff were unaware of the proper style. This led to the creation of the 1996 Census Style Guide.

The 1996 Style Guide Binder had 20 sections:

- Introduction
- Abbreviations
- Aboriginal Persons
- Agriculture
- Capitalization
- Collections
- Confidentiality
- Corporate Support
- Definitions and Terminology
- Disability
- Education
- Format
- General Information
- Grammar and Usage
- History
- Italics
- Numbers
- Rules in Writing, Spelling and Hyphenation
- Translation of the Census Questions
- Users of Census Data

5.1 Method

Style issues that had come up in the 1991 Census were discussed, a decision made and documented. As new issues arose, a decision was made and then added to the guide. It was also decided to include pertinent information on the census, such as numbers and dates, since Census Facts had not yet been produced. The binder was prepared in such a way that it could be updated regularly as new census-related style points arose and were added. Once an addition was made to the guide, staff who were on the distribution list could be sent revised pages to replace outdated pages, if necessary.

5.2 Timing

The guide was started in the winter of 1995 and the first edition was finished in the spring of 1995.

5.3 Benefits

This proved to be a good system to document style decisions. It will be useful in preparing the 2001 Census communications materials as well as the 1991 Census dissemination materials.

5.4 Constraints

Staff didn't familiarize themselves with the content of the guide as much as they could have. They sometimes came to the writing unit head with a question that could be answered by consulting the guide. Because of time constraints, updates to the guide were not sent out regularly.

5.5 Distribution

The first edition of the guide was distributed in May 1995 to regional office census communications managers, head office census communications staff, the census project manager's secretary and Official Languages Division.

6.0 Training Manual

A binder on policies and procedures was created for census employees in Ottawa and the regions containing five sections: Organization, Administration, Communications Division, Reference Documents, Forms.

6.1 Objectives

To give new staff and permanent census staff a comprehensive reference source and appropriate background information on the Agency and its policies and procedures. It will be used as part of the training program for new census staff.

6.2 Method

The Atlantic Region developed the material related specifically to the census based on the Collections Project materials provided to the regions for training new staff. Additional information was added that was specific to the Census Communications project.

In Ottawa, information was added to the general document that outlined the organizational structure, procedures and policies within the Communications Division.

6.3 Distribution

It was distributed in the fall of 1995. Translation was very time consuming and costly. Since this document had a lower perceived priority than some of the public relations materials, it was continually being moved back in both translation and editing.

6.4 Constraints

The binder was completed and distributed a few months after the bulk of the new staff had started work. By then they had finished their "training" period, felt they had acquired enough basic knowledge about the Census, Division, Agency or Region and were busy with work projects. Reading the manual was a low priority for them.

7.0 Recommendations

Writing Unit

- Hire staff to start work in January 2000 so that materials can be final for the fall of 2000.
- Retain the services of two French writer/editor/translators. Texts written in English were prepared in plain, everyday language. The on-site census translators made this style a priority when translating texts.
- Send an electronic writing unit "good news" list to head office census communications staff and regional office census communications managers every Monday detailing where each written material is in the production process, what is final and what is scheduled to be produced.
- Have writing staff work overtime rather than contracting out work. Contracting out can use a lot of time since the contractor does not understand census concepts, timing is tight and as a result work often has to be edited.
- Head office French translators should be available to the regional offices who need to consult on areas such as style or a specific term, but the regions should be responsible for translating texts.
- Make good communications with head office and the regional office a priority. This can be achieved by providing regular, detailed updates on the status of materials using e-mail and answering requests promptly.
- The year prior to Census Day, prepare staff telephone contact lists (home and work), regional office staff telephone lists and subject matter contact telephone lists, and update regularly.

Rédaction / révision française

- Les textes originaux devraient être adaptés dans l'autre langue officielle à l'interne. Cette approche est plus rapide et plus facile à gérer.

- Lorsque le rédacteur établit le contact avec l'expert pour la rédaction d'un texte, il devrait demander le nom d'une personne-ressource ainsi que les documents de référence dans les deux langues officielles. De cette façon, les rédacteurs affectés à la traduction du texte auraient sous la main des documents pertinents et le nom d'une personne-ressource pour résoudre des problèmes de traduction.
- Les réunions de section devraient être plus fréquentes (par exemple une fois par mois) et il devrait y avoir des réunions de sous-section sur une base régulière. Des décisions d'équipe peuvent ainsi être prises et l'information circule mieux au sein de l'équipe.
- La production des annonces publicitaires devraient être confiée à une agence qui a clairement démontré ses capacités à travailler dans les deux langues officielles.
- Des textes finaux devraient être soumis à la traduction.
- Une copie du formulaire de demande d'article devrait être jointe au texte original lorsqu'il est soumis à la traduction.

Style Binder

- Update the guide regularly during the census period to keep everyone aware of the Guide's existence.
- Red tag areas of particular importance, such as privacy and confidentiality.
- Add a section on Aboriginal peoples.
- Create an electronic version of the Guide. This will make it easy to update quickly.
- Certain writing styles (e.g., capitalization and punctuation) are required by the Chief Statistician's office. Sometimes these styles conflict with the styles required for communications materials. The guide should indicate what style is common usage in communications texts and what style is required for texts (e.g. letters, Briefing notes and House cards) prepared for the Chief Statistician.
- On the page dividers, include the English heading with the French heading and vice versa so people who need to reference both languages can do so easily.

- Prepare a cross-reference index so it is clear when topics are covered in more than one chapter.

Training Binder

- Distribute prior to the hiring of new staff so the staff can read it as part of their training/orientation before they become too busy.
- Managers should provide updates as appropriate.

Promotional Materials

1.0 Background

Promotional materials were created for external use by census public relations staff at head office and regional offices, as well as by Census Area Managers: they were distributed to various publics, including Statistics Canada staff, with a view to informing respondents about various aspects of the census and its importance to society. In some cases, the regional offices produced their own materials based on materials provided by head office as a guidance for accuracy and tone.

2.0 Written Materials Binder

The Written Materials Binder contained copies of all available materials. A similar written materials binder was produced for the 1991 Census. Three major changes were initiated for the 1996 Census written materials binder:

- the writing took on a more serious tone and a "to-the-point" style, with emphasis on plain language;
- fewer and shorter facts sheets were produced, resulting in less overlap/duplication of topics;
- a simpler numbering system was implemented.

The numbering system for the fact sheets and other written materials used a letter that corresponded to the type of material; for example, F-03(date) for the third fact sheet produced, A-05(date) for the fifth article produced, S-2(date) for the second speech produced. This method proved to be very effective and should be used again.

2.1 Contents

The 1996 Written Materials Binder was distributed to Census Communications staff, the Collections Project Manager and the Census Manager. It had the following 10 sections:

2.1.1 Articles (27)

One short standard, one long standard, 25 special requests; prepared for publication in employee newsletters.

It was sometimes necessary to explain to clients what could be covered in custom articles. In a 250 word article, for example, not much can be said about the census apart from some general statements in a few paragraphs. Sometimes clients expected a lot more and were disappointed.

2.1.2 Briefing notes (12)

Background information notes (one to two pages) prepared for census spokespersons dealing with the public/media in response to events/issues.

2.1.3 Fact Sheets (82)

Half to one-page sheets on various aspects of the census were prepared for public relations staff to give to segmented publics.

2.1.4 Focus for the Future (5)

History of the Census, Census of Agriculture, Census Content, Census Processing, Census Dissemination. In the 1991 Census, *Focus* dealt with the public communications aspect of the census, and articles covered various general topics and were written in a light, humorous style. For the 1996 Census, each issue dealt with a theme -- a particular stage of the census process -- and the writing took on a much more serious, in-depth, and sometimes technical tone. These issues were useful as reference/fact checking sources when preparing other written materials. It was also used externally as an information tool by the Canadian Global Almanac and the University of Toronto.

2.1.5 Media (4)

Community/ethnic newspaper package; Parliamentary Press Gallery/Mainstream media press release; Local TV station package; Local radio stations on air reminder.

2.1.6 Miscellaneous (12)

Flyers, order forms, quizzes, etc.

2.1.7 Multilingual materials (2)

One multilingual brochure in 14 languages (English, French, Mandarin Chinese, Croatian, Amharic, Arabic, Polish, Russian, Tamil, Vietnamese, Somali, Spanish, Punjabi, Dari); produced on separate letterhead sheets in 33 additional languages (Armenian, Bengali, Mandarin Chinese (simple characters), Creole, Farsi, German, Greek, Gujarati, Hindi, Italian, Japanese, Khmer, Korean, Laotian, Macedonian,

Mandarin Chinese (simplified characters), Mandarin Chinese (traditional characters), Portuguese, Punjabi, Polish, Romanian, Russian, Serbian, Slovenian, Somali, Spanish, Tagalog, Tamil, Thai, Turkish, Ukrainian, Urdu, Vietnamese).

An operational brochure was produced in single language sheets in the same 47 languages as the text for the multilingual brochure.

2.1.8 Newsletters (11)

Four-page information booklet geared to a specific groups similar in format and design. Each one included sections on the main reasons why the census is conducted and confidentiality, as well as sections on other census related information that would be pertinent to the particular audience.

The newsletters were well received - very compact and audience-specific. They were a much neater, more efficient and attractive alternative to providing a large package of fact sheets when a specific group requested information for its members, cliental, etc. Additional audiences for 2001 include seniors, the medical community, youth, Aboriginal Peoples and special needs groups. Each one should contain a standard phone number for the regions such as a 1-800 number.

2.1.9 Speeches (3)

Verbatim speeches and speaking notes that were given to internal/external audiences on various aspects of the census by census management staff.

2.1.10 Staffing materials (4)

Information sheets prepared for members of the general public interested in obtaining a temporary position with census collections or processing.

2.2 Method

The content/subjects of newsletters, fact sheets, miscellaneous texts and *Focus for the Future* was determined in advance, with more of them added later if there was a demand for a particular topic; articles, speeches and briefing notes were prepared in response to special requests. The multilingual texts were based on those for the 1991 Census, with a rewrite to match the plain language tone of the other written materials. All texts had a census communications approval form (Appendix 1). Those sent to subject matter contact persons for review and sign-off had a subject matter approval form (Appendix 2). A table of contents is attached for information (Appendix 3).

2.3 Timing

Everything was completed by April 1996. The following are the various start times.

Product	Start Date
Speeches and newsletters	spring of 1995
<i>Focus for the Future</i>	summer of 1996
fact sheets and standard articles	fall of 1995
special request articles	December 1996
quizzes in January	

2.4 Special Requests

A special request sheet for custom articles was produced to document details about the request (Appendix 4). This worked well, clarifying parameters and allowing more efficient production of these materials.

3.0 Census SCAN articles - regular issues

3.1 Background

Census-related articles were published in each issue of SCAN during the year leading up to the 1991 Census. We looked at the topics of the 1991 Census articles to come up with ideas for the 1996 articles and then added others.

The one to two pages of census-related articles that appeared in each issue were mainly written by census communications staff (head office and regional offices). One article was written by a non-census employee. Articles mainly focused on census-related events, such as speeches, meetings, open houses and regional office activities.

3.2 Objective

To promote awareness of the census among Statistics Canada staff.

3.3 Method

The writing unit was originally in charge of coordinating the SCAN articles, but this proved too time-consuming while there were more urgent priorities for the unit. In the summer of 1995, the job was then passed on the public relations unit, which was responsible for internal communications. The process runs much more efficiently like this, since the writing unit's busy period is in the summer and fall prior to Census Day.

Articles were assigned, written and then sent to the writing unit for editing and review, to subject matter, if necessary, and then to the Census Communications project manager for final approval. The articles were then passed on to the editor of SCAN for further editing and did not return to Census Communications. If too many articles were submitted for a particular issue, the SCAN editor would hold back one or more articles of a less timely nature for publication in the following issue of SCAN.

3.4 Schedule

Started the articles in the August 1995 issue and continued to the July 1996 issue. The SCAN editor prepared the production schedule.

3.5 Constraints

Originally, a verbal agreement was worked out concerning the roles of the three staff involved in the production of the census articles (the SCAN editor, the head of the writing unit and the member of the public relations unit). This was followed up with a meeting once it was recognized that confusion existed so that the roles of the three people involved were discussed and documented on paper, the process of writing/editing/translating articles (and photos) within the writing unit and getting them to the SCAN editor in final form ran smoothly.

3.6 Distribution

Paper copies were put in SCAN boxes in the R.H. Coats Bldg., Jean Talon Bldg., Main Cafeteria and the Aviation Station, and sent to Halifax, Montreal, Toronto, Winnipeg, Regina, Edmonton, Calgary, Vancouver. An electronic copy was put on the Internal Communications Network by the Internal Communications Section staff.

SCAN has a print run of 3,400.

4.0 SCAN - special Census issue

4.1 Background

An agreement was worked out between the manager of the Internal Communications Section and the Census Communications Manager that the Census Writing Unit assume responsibility for the July 1996 issue of SCAN, since the regular editor would be on assignment elsewhere. SCAN's regular editor suggested the issue be devoted to the census, which seemed fitting since Census Day had just finished and there were a number of census articles already prepared for this issue.

4.2 Description

A 16-page bilingual issue of SCAN devoted to the census replaced the regular July 1996 issue of SCAN. The first page contained an article and photos of promotional census activities that took place across the country. Each following page was devoted to one of the five regions two pages for head office, comprising 8 pages in each official language. Articles covered all aspects of the census process. The print-run was 3,400.

4.3 Objective

To educate Statistics Canada staff about the magnitude of the census project and to provide the regional office with recognition of the important role they play in the success of the census. The design of one page devoted to each regional office allowed regional staff to copy their page and send out to the field people.

4.4 Method

An English writer and French writer were assigned as editors to coordinate the issue. They consulted regularly with the SCAN editor on all aspects of the production. All members of the Census Communications Section contributed articles as well as the regional office staff. Communications Division's Systems and Production Unit formatted the pages, the census communications' project manager and head of Writing Unit signed off the final English text, which was then translated by the Writing Unit. The final English and French copy was sent to the SCAN editor, who arranged the printing, and to the Internal Communications Section, who put it on the ICN. SCAN paid for the regular print-run in the standard two-colour process and Census Communications paid for the extra charges for the four colour process.

4.5 Schedule

Work on SCAN began in early June 1996. English and French copies were sent to print at the end of July, with copies on stands at the beginning of August.

4.6 Constraints

The project was delayed two weeks and sent to the printer's late because Communications Division's Systems and Productions staff were working on formatting the *Canada Yearbook*, a divisional priority.

4.7 Distribution

Paper copies were put in SCAN boxes in RH Coats Bldg., Jean Talon Bldg., Main Cafeteria and Aviation Station, and sent to Halifax, Montreal, Toronto, Winnipeg, Regina, Edmonton, Calgary and Vancouver. An electronic copy was put on the Internal Communications Network by the Internal Communications Section's staff.

5.0 Recommendations

Written Materials Binder

- All fact sheets and newsletters should be completed by September to allow public relations people to distribute to their sectors well in advance of the census.
- Send materials to the regional offices in smaller packages and more frequently.
- Prepare a table of content for the first materials produced and update regularly.
- Texts should be sent electronically to the regional offices as soon as they are final.
- The form for special request articles should have a section on the format required.
- *Focus for The Future* should be continued using a serious tone with in-depth themes.
- Subject matter staff should only be contacted once for information. Writers should check Qs & As and Census Facts as their first step/research.
- Put all external written materials in one binder, including the teacher's kit activities and the SCAN articles.
- Use generic titles for custom articles when they are reproduced for the binder so they can be referenced and used again for other organizations in the same field.
- Keep approvals outside the Census Communications Section to a minimum to facilitate speedy production of written materials. This is especially important for the fact sheets.
- Prepare fewer questions for the quizzes.

SCAN - regular issues

- Keep the coordination of SCAN articles a function of the public relations unit, as part of the census internal communications program. Members of both the writing unit and the public relations unit should contribute articles, as well as regional office staff.

- SCAN staff should be solely responsible for the coordination of photos. If a writer is asked to arrange a photo, the request should be forwarded to the SCAN editor.
- Articles on the census submitted by non-census employees should continue to be reviewed by Census Communications.
- English and French translations of the articles should be arranged by SCAN staff and paid for by SCAN, unless the authors are from census communications, head office, in which case they should be submitted to SCAN in both official languages.
- A meeting should be arranged between the census communications person in charge of coordinating SCAN articles and the SCAN editor well in advance of the preparation of articles and each party's responsibilities should be clearly defined.
- Review the 1996 Census articles when determining topics for the 2001 Census articles, as a way to come up with ideas.

SCAN - special Census Issue

- To be useful to the regional offices a special SCAN census issue should be printed and distributed prior to Census Day, not three months later.
- Some of the regional offices didn't send enough text and photos to fill their page and head office census staff had to prepare articles and request photos at the last minute. Head office should give the ROs a minimum word count and photo count.

CENSUS COMMUNICATIONS/ COMMUNICATIONS DU RECENSEMENT

Approval Form/
Formulaire d'approbation



Title/Titre _____

Subject Matter approval/Approbation du spécialiste	_____ Officer/Agent	_____ Date
Program approval/Approbation du chargé de programme	_____ J. Beckstead	_____ Date
Proof-reading English approved/ Révision et correction de la version anglaise approuvées	_____ Officer/Agent	_____ Date
Proof-reading French approved/ Révision et correction de la version française approuvées	_____ Officer/Agent	_____ Date
Comparison of English/French/ Comparaison des versions française et anglaise	_____ Officer/Agent	_____ Officer/Agent
<i>Text approved by Dale/ Texte approuvé par Dale</i>	_____ Signature	
<i>Ready for Typesetting/Prêt pour la mise en page</i>	_____ D. Sewell	_____ Date
<i>Ready for Printing/Prêt pour l'impression</i>	_____ D. Sewell	_____ Date



Census Communications

Communications du Recensement

Approval Form – Formulaire d'approbation

To be approved: / À être approuvé:	Data / données	Tables / tableaux	Content / contenu		
To / À :					
From / De :					
Tel. / N° tél. :					
Project Title / Titre :					
Use / Utilisation :					
Review/Revue					
Final Version / Version Finale					
Date Sent / Envoyé le :					
Date Due / Retournez le :					
Approval / Approbation					
Approved - no comments / Approuvé - aucun commentaires					
Approved - comments attached / Approuvé - commentaires inclus					
Not Approved - comments / Non approuvé - commentaires					
Comments / Commentaires : _____					

Signature :					
					Date :

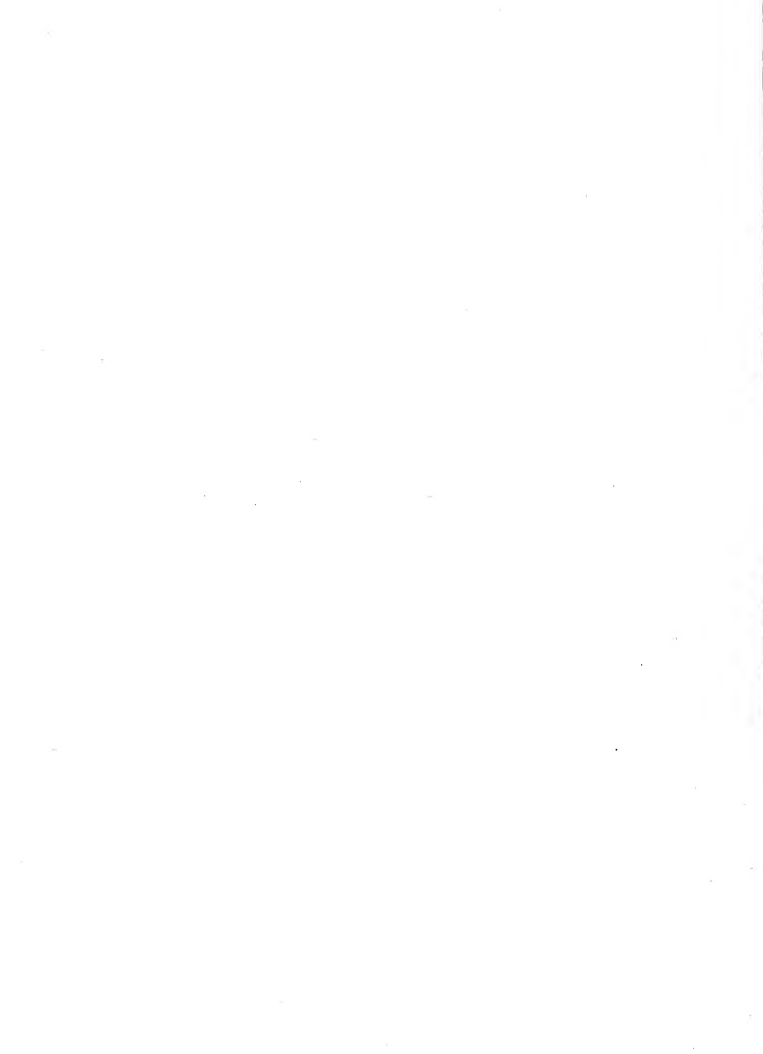


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- * Text available on separate sheets in Armenian, Bengali, Mandarin Chinese (simple characters), Creole, Farsi, German, Greek, Gujarati, Hindi, Italian, Japanese, Khmer, Korean, Laotian, Macedonian, Magyar, Portuguese, Romanian, Serbian, Slovenian, Tagalog, Thai, Turkish, Ukrainian and Urdu.

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- ML-2(B) Single Language Ethnic Sheets (Amharique, Arabe, Bengali, Creole, Croate, Dari, Farsi, Allemand, Grec, Gujarati, Hindi, Hongrois, Italien, Japonais, Khmer, Coréen, Laotien, Macédonien, Mandarin (caractères simples), Mandarin (caractères traditionnels), Portugais, Pendjabi, Polonais, Roumain, Russe, Serbe, Slovène, Somali, Espagnol, Tagalog, Tamil, Thaï, Turc, Ukrainien, Ourdu, Vietnamiens.

- * Text available on separate sheets in Arménien, Bengali, Mandarin (caractères simples), Créole, Farsi, Allemand, Grec, Gujarati, Hindi, Italien, Japonais, Khmer, Coréen, Laotien, Macédonien, Magyar, Portugais, Roumain, Serbe, Slovène, Tagalog, Thaï, Turc, Ukrainien et Ourdu.

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Request for an article

Deadline: _____

Subject: _____

Name of organization: _____

Name of publication/newsletter: _____

Audience: _____

Circulation: _____

Word count: _____

Other information: _____

Submitted by: _____

Date: _____





Reference Materials

Questions and Answers and Census Facts

1.0 Background

The Writing Unit produced two reference binders, *Questions and Answers* and *Census Facts*, which were internal documents used as background information for the preparation of promotional materials, briefing notes and letters and to answer enquiries from media, Members of Parliament and the general public.

2.0 Questions and Answers

The Questions and Answers binder was an internal document written to assist Statistics Canada staff in answering questions from the public and the media. The questions and answers were kept as concise as possible and were phrased in "oral" language so they could be easily read over the phone verbatim. The 1996 objectives for Questions and Answers were to use highly-simplified, non-technical language and cross-reference topics at the front of the binder. A similar binder was prepared for the 1991 Census.

The Question and Answer binder had 35 chapters containing information on various aspects of the census. Each chapter deals with a different topic (e.g., centralized edit, housing questions, definitions) and has a set of detailed questions and answers related to this topic.

2.1 Method

The 1991 Questions and Answers and the Questions and Answers developed in support of the gazetting of the 1996 questions were used to update the 1996 questions and answers. All written material was reviewed by the Census Communications Manager and the Census Communication Writing Units Head and then sent to subject matter staff who verified the accuracy of the text. The Census Manager and the Assistant Chief Statistician responsible for the Census also reviewed those chapters that were deemed to be most sensitive (same-sex couples, visible minorities, unpaid work, Aboriginal peoples, etc.).

Once approved, the chapters were then edited, proofread and translated. A list of chapters was predetermined in advance and others were added later in the process as issues arose.

2.2 Schedule

Work began in May of 1995 and was completed in March of 1996. The deadline of December 1995 was missed due to change in staff and the delay in getting some of the sensitive chapters approved.

2.3 Benefits

The Questions and Answers binder included dividers, an index (Appendix 1) and separate English and French chapters in non-technical language. Except for a few chapters that dealt with sensitive topics and delayed approval, almost all of the material was available by March 1996.

2.4 Constraints

Chapters that dealt with sensitive topics (e.g., visible minority population, same-sex couples, household activities) were needed by users for the fall of 1995, but were not finalized and distributed until after Christmas. This occurred because of delays in the subject matter review/approval process.

Since it could not always be predicted when a chapter would be final for distribution, the chapters were not numbered and the pages within each chapter did not include a chapter number as was done in the 1991 binder. While this worked well for distribution, it made it impossible to cross-reference the material by page number for the entire binder. Instead, an index (Appendix 2) was created showing what subjects were covered in each chapter.

2.5 Distribution

Chapters were sent in packages as they were produced to head office and regional office census communications staff, census management staff, legal council and the Assistant Chief Statistician responsible for the Census. In total, approximately 200 people received

a question and answer binder (Appendix 3). An electronic version of each chapter as it became final was sent to the Census Help Line manager, who did some minor changes and used it as an appendix in the operators' reference manual.

3.0 Census Facts

Census Facts was an internal document that provided head office and regional office census staff with detailed information on the 1996 Census. Numerical information, charts, lists and bullets were often used rather than lengthy text to facilitate "at a glance" referencing. This document also provided background information that could be used in the preparation of other Public Communications reference materials including Questions and Answers, backgrounders and briefing notes.

A similar binder was prepared for the 1991 Census.

The 1996 binder had 14 chapters containing information in text, table, list and bullet format on various aspects of conducting the census (Appendix 4).

3.1 Method

The 1991 Census Facts were used to update the 1996 version. All written material was reviewed by the Census Communications Manager and the Census Communications Writing Unit Head and then sent to subject matter staff who verified the accuracy of the text. The Census Manager had the final level of approval of each chapter. Once it was approved by the Communications Manager, each chapter was edited, proofread and translated.

3.2 Schedule

Work began in July of 1995 and was completed in December of 1996. The French translation was done in-house, and the project was completed before its January 1996 deadline.

3.3 Constraints

The Census Facts binder did not include an index. The dividers were also not numbered to match the numbered chapters in the binder. Both of these factors caused a bit of confusion and extra work for some staff who received the binders.

3.4 Distribution

Chapters were distributed as they were produced, usually three or four at a time, along with an accompanying memo (Appendix 5). The distribution list included head office and regional office census communications staff, census management staff, legal council and the Assistant Chief Statistician for the Marketing and Information Services Branch.

4.0 Recommendations

Questions and Answers

- All chapters should be finalized by the end of December 2000.
- Prepare and distribute whatever is available on sensitive topics as soon as possible and update those chapters as information is approved in subject matter areas.
- Include labelled chapter dividers and an updated table of contents with each mail-out of new chapters.
- Before commencing work, the writer responsible for the question and answer project should have a firm plan of how the binder will be organized and what it should include (such as an index) and work according to plan.
- Continue to have the Census Help Line staff use the questions and answers prepared by Census Communications to ensure consistency.

Census Facts

- Complete the binder by April 2000.
- Before commencing work, the writer responsible for the project should have a plan of how the binder will be organized and what it should include (such as an index) and work according to plan.
- Include labelled chapter dividers and an updated table of contents with each mail-out of new chapters.
- Keep the presentation simple for easy referencing.
- Ideally, the person preparing Census Facts should be the same person who prepares Questions and Answers since the subject matter contact list is the same and there is some overlap of material.

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APPENDIX/APPENDICE 3

MEMORANDUM / NOTE DE SERVICE

Date November 9, 1995 / Le 9 novembre 1995

To/ À Distribution / Diffusion

From / De Nicola Paterson, Census Communications / Communications du recensement

Subject / Objet 1996 Questions and Answers / Questions et réponses de 1996

Attached is your Questions and Answers Binder covering major census activities and content of the 1996 questionnaire. Enclosed are three chapters on History, Privacy, and Confidentiality.

The remaining chapters will be distributed as they become available.

Please call (951-1099) if you have any questions or concerns. Thank you.

Vous trouverez ci-jointe votre reliure traitant des principales activités du recensement ainsi que du contenu du questionnaire de 1996. Elle comprend les chapitres sur l'historique, la confidentialité et le respect de la vie privée.

Les autres chapitres seront distribués au fur et à mesure qu'ils seront achevés.

Veuillez téléphoner au (613) 951-1099 si vous avez des questions ou des commentaires. Merci.

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APPENDIX/APPENDICE 5

MEMORANDUM / NOTE DE SERVICE

Date November 1, 1995 / Le 1^{er} novembre 1995

To/ À Distribution / Diffusion

From / De Nicola Paterson, Census Communications / Communications du recensement *N. Paterson*

Subject / Objet 1996 Census Facts / Info-recensement de 1996

Attached is your Census Facts Binder covering the history and various operations of the 1996 Census. Enclosed are chapters 1, 2, 3, 6, 11 and 15.

The remaining chapters will be distributed as they become available.

Please call (951-1099) if you have any questions or concerns. Thank you.

Vous trouverez ci-jointe votre reliure d'Info-recensement traitant de l'historique du recensement et des diverses opérations du Recensement de 1996. Elle comprend les chapitres 1, 2, 3, 6, 11 et 15.

Les autres chapitres seront distribués au fur et à mesure qu'ils seront achevés.

Veuillez téléphoner au (613) 951-1099 si vous avez des questions ou des commentaires. Merci.

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V. Barrett (6)

Alternative Formats

1.0 Background

The Government Communications Policy, Chapter 7, states that institutions must take all reasonable measures to communicate effectively with disabled persons. It also indicates that the Canadian Human Rights Act and the Charter of Rights and Freedoms would appear to reinforce this right of disabled persons to have access to government publications and information in usable form, as well as creating legal rights of appeal. This means that:

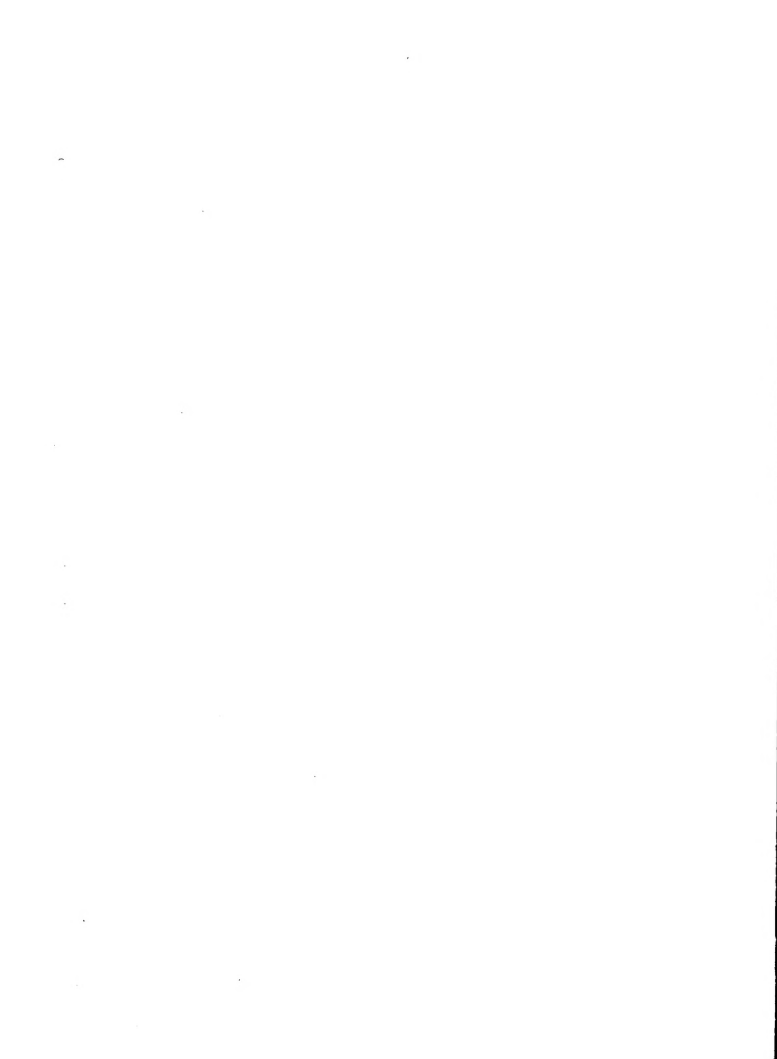
- Alternative media must always be considered (audio tapes, braille, large print, open and closed captioning) if an individual needs information to make use of a service or program for which they may be eligible or involving a legal obligation (income tax, census).
- Institutions must also communicate the availability of such materials. The policy suggests using newsletters and telephone newlines of community organizations.

In December 1993, Supply and Services produced guidelines on alternative formats and how to provide alternative formats (Appendix 1).

1.1 Impact on the Census

Since the census questionnaire is a legal document we needed to ensure that persons with disabilities had the same access to the census questions as everyone else. As a result, census questions were available in braille, audio cassette, large print and computer diskette. Persons with hearing disabilities had access to census information through the TDD/TTY line. Statistics Canada accepted large print forms or computer diskettes completed by respondents who had either sight or physical disabilities that necessitates the use of alternative format questionnaires. We also accepted responses in braille if that was the best or most convenient way for the individual to respond.

People requiring the questions or a questionnaire in an alternative format were asked to phone the Census Help Line. Once CHL operators confirmed that the person was making



a request for an alternative format, the call was turned over to a supervisor. This person took down the information after making sure the person had a legitimate need, and an action card was faxed to the Census Commissioner.

Other options available to those who were visually impaired included completing their form over the phone with Census Help staff, having a Census Representative assist them in completing the form in their home or going to one of the Census Help Centres for assistance.

1.2 Promotion

Census messages about the availability of alternative formats did not appear only on radio. More than 90% of all English and French radio stations in Canada played between 10 and 15 messages a day. These messages informed listeners on how to get alternative format questionnaires as well as other information about the Census.

A number of organizations that work daily with blind and visually impaired people supported the Census efforts by providing their clients and employees with Census information through their ongoing communications vehicles. Organizations involved included the CNIB, the Canadian Council of the Blind, and BASICS on both a national and regional basis. Attached in Appendix 2 is the electronic message that the CNIB sent to all its member offices with a request to include the information in newsletters or on phone lines.

The general promotional materials also contained Information on alternatives for people with visual disabilities and were included in kits that went to all senior organizations and disability groups:

- F-12 Census questions available in many formats
- F-42 Questions and Answers about the 1996 Census of Canada
- F-38 Developing the Census questions
- F-66 May 14 is Census Day (large print information sheet)

Each regional office received 10 English and 2 French copies (Quebec received 10 French and 2 English) of the braille questions and the audio cassette questions for communications/public relations use.

1.3 Census Experience

The Ontario regional office provided numbers on the requests for alternative formats. Numbers are not available from the other offices.

Braille	21 requests
Large print	15 requests
Computer diskettes	0 requests
Audio cassettes	0 requests

1.4 Revenue Canada's Experience

Prior to getting involved in the development and production of alternative census questionnaires we looked at the experience of Revenue Canada. Revenue Canada provides tax information in braille, large print, audio cassette and computer diskette. These services are promoted through:

- every guide including a telephone number for alternative formats
- the Community Volunteer Program
- various groups and organizations of people with disabilities
- posters in tax offices
- maintenance list of clients who use alternative forms
- knowledge of all staff of the policy

In the 1994 tax year, 941 people ordered large print, 205 diskette, 846 on audio cassette and 32 braille. Revenue Canada does not keep track of large print but 9 forms were returned on diskette and none were returned in either braille or audio-cassette.

1.5 Client Groups

Although the number of people requesting tax or census forms in an alternative format are small, they are very vocal. We received a number of letters from Voice Print/National Broadcast Reading Service because we had not used their services. Both Voice Print and

P-Base indicated that their services were the **only** way to contact all of the visually impaired in Canada. We found Voice Print to be very expensive. The rate card information is attached in Appendix 3.

CNIB on the other hand was more interested in ensuring that all their clients knew about the availability of alternative forms rather than obtaining advertising dollars. As a result, they worked with us to promote this information.

Although neither Voice Print nor P-Base were happy with our efforts, we did receive a letter from the Canadian Human Rights Commission congratulating Dr. Fellegi on the steps the Census had taken to ensure that questionnaires were accessible to people with visual impairments (Appendix 4).

1.6 Production

We used Access 20/20 (613 - 727-9508) for reproduction of the questions in braille and audio-cassette. We kept the number of copies down to under 100 by arranging with Access 20/20 to reproduce additional copies within 24 hours. The cost of the braille copies was approximately \$14.00 each.

Jet Form designed and reproduced the diskette version. Our contract with Jet Form covered design and development as well as licensing fees.

The Questionnaire Production Group developed both the large print questions and the large print questionnaires. Communications printed the large print questions while the Questionnaire Production Group looked after printing the large print questionnaire.

Access 20/20 was also available to and did translate braille answers.

The large print, audio cassette and braille questions (2B format only) were built into the system and their production was straight forward with few problems. However, it was decided in late January that we would provide a large print and a diskette version of both the 2A and 2B questionnaires. Although this created logistics and timing problems, both versions of the questionnaire were ready on time.

1.7 Recommendations

- Since the policy indicates that the Census must provide alternative services to those with disabilities, these alternative services should be built into the production from the start. This would include the large print and diskette versions of the questionnaire as well as the questions which are used primarily as a public relations tool.
- We should continue to place advertising dollars on our requirements and not as a result of pressure from lobby groups.
- Sufficient large print questionnaires should be printed so that each Census Commissioner has a stock of 25 to 50 to provide to Census Representatives. The need for large print questionnaires is expected to increase in 2001 as seniors increase in numbers.





Government
of Canada

Gouvernement
du Canada

Alternative formats

Access for all

December 1993

Canada

Alternative formats - Access for all
is available in other alternative formats

© Minister of Supply and Services, 1993
Cat. No. BT53-6/1993-L
ISBN 0-662-59895-4

A matter of right

All of us have a right to participate fully in the social and economic mainstream of Canadian life.

The “Canadian Charter of Rights and Freedoms” affords “equal protection and equal benefit of the law... without discrimination based on mental or physical disability”.

And the “Human Rights Act” prohibits discrimination on the basis of disability, whether mental or physical.

Making sure everyone has the same opportunities includes protecting the right to have access to information.

But this right is overlooked when people with a visual or hearing disability are given information in conventional print and video formats they cannot use.

The resulting "barrier" to communication prevents many people with disabilities from participating fully in all aspects of society.

This barrier can easily be removed by producing information in alternative formats.

How many have been left out?

The number of people with disabilities is significant. According to Statistics Canada, one in seven Canadians, or 4.2 million people, reported some form of disability in 1991.

More than six hundred thousand Canadians are blind or have a visual disability. A National Library of Canada study, "Doorway to information", reveals that most have difficulty reading conventional print materials. More than 1.2 million Canadians are deaf or hard of hearing.

It is likely that people with visual and hearing disabilities are part of the audiences served by your organization.

Alternative formats - Honouring the right

Most of us automatically think of conventional printed products as the main vehicle for distributing information to the public. Yet many people with disabilities require other forms of communication so they can have access to information.

These other forms of communication are known as "alternative formats".

Most requests for these formats will come from people with visual or hearing disabilities. Some formats are also useful to people with other disabilities such as agility limitations or learning, mental and developmental disabilities.

To meet the varying communication needs of people with disabilities, the number of alternative formats is growing due to technological advancement. Some, such as Braille, have been in existence for many years.

Here is a list of formats currently in use.

Alternative formats for persons with visual disabilities:

- Audio cassettes: A publication read on tape.
- Braille: A tactile reading system using raised dots.
- Descriptive narration: Action scenes, charts and other visual components are fully explained through the spoken word on a video or film.
- Diskettes: When a publication is put on computer diskette, the user can gain access to information through a computer connected to a Braille printer, voice synthesizer, large print monitor or any other system providing access.
- Large Print: A publication using 14 point type or larger.
- Modems: A modem transfers information between computers via the telephone line.

Alternative formats for persons with hearing disabilities:

- Captioned films and videos: The spoken word is repeated in written text on the bottom of the screen as in subtitles. "Open" captions can be seen by everyone while "closed" captions are visible only through a special decoder.
- Real time captioning: The spoken word is transferred to written text by a typist while a speaker is speaking. The text is displayed on a large screen. For people with a good command of English or French, it is an alternative to sign language.
- Signed films and videos: The spoken word is transferred to sign language on screen.
- TTYs or TDDs: A telecommunications device for people who cannot use the regular telephone. It enables conversation in written text on a printout or electronic screen.

More ways to communicate

When producing information, print is no longer the only form of delivery. Now, a host of other formats can ensure that everyone has the same degree of access.

This is the case not only in converting books, brochures and other publications, but in supplying communications for conferences and meetings.

The demand for alternative formats is certain to increase as consumers become more aware of their availability. The aging population will also be a contributing factor to an increase in requests.

It is clear that providing information in alternative formats allows us to serve the public better and that these formats will increasingly take their rightful place as standard communications tools.

"Alternative formats - Access for all" is available in other formats. It was produced after consultation with representatives from the disability community and the federal government. For information on how to provide these other formats, consult the guide "How to provide alternative formats".

For information contact:

Communications Division
Treasury Board of Canada Secretariat
Ottawa, Canada
K1A 0R5

Tel.: (613) 957-2400

Fax.: (613) 952-3658

TTY (613) 957-9090

For copies of this booklet and the guide contact:

Distribution Centre
Treasury Board of Canada Secretariat
Ottawa, Canada
K1A 0R5

Tel.: (613) 995-2855

Fax.: (613) 996-0518

APPENDIX/APPENDICE 2

To: cnib.emg-dist
From: NAT-ASSOCGOVT
Subject: (null)
Date: Fri 2 Feb 96
Time: 14:27 GMT
Files: D:\SHARED\WANDA\CENSUS (9,835 Bytes)
Form: Mail
Delivery: Regular

Statistics Canada has recently made a very important concession regarding the upcoming (May 1996) census. As a result of a representations made by CNIB, Statistics Canada has agreed to improve their communications strategies with regard to the distribution of alternate format census questionnaires, but more importantly, they have agreed to accept for processing census questionnaires completed in alternate formats. This is a significant civil rights issue for some blind and visually impaired people as it means that the census questionnaire can be completed independently and privately by a blind or visually impaired person.

This initiative is progressive and is perhaps a first in the world. We have agreed to help Stats Canada publicize their initiatives, and to that end, I have attached a file containing a very brief outline about the census. It would be useful if you could include this article in newsletters or on phone lines.

If you have any questions about the census (and I do appreciate that you have bigger fish to fry!) feel free to call Jim or me. Regards.

Information about the May 1996 Census

On Census Day it's important that everyone count themselves in. Make sure you are counted in the May 1996 Canadian census! Alternate format census questionnaires will be available from Statistics Canada by calling the Census Help Line at 1-800-670-3388. As a result of representations made by CNIB, Statistics Canada has also agreed to make it possible for blind and visually impaired persons to complete census questionnaires in large print or on diskette. Statistics Canada is to be commended for this important and progressive initiative, which clearly recognizes the right of blind and visually impaired people to have access to information in an accessible format.

The Census Help Line is a free, multilingual service that can be reached at 1 800 670-3388. The Census Help is open only between May 9 to 17. Call the Census Help Line if:

- you need a copy of the census questions in an alternate format, large print, braille, audio-cassette or diskette. CNIB has been told that Statistics Canada will deliver alternate format materials directly to you.
- you need another census form because your form is lost, damaged or defective.
- you need a census form in the other official language.
- you have a question about filling in your census form.
- your household did not receive a questionnaire by Tuesday May 14.
- you want any other information about the census.

Census Help Line has a Telecommunications Device for the Hearing Impaired at 1 800 303-9633.

D:\shared\wanda\census

VOICE | PRINT

RATE CARD - 1995

VoicePrint™ is a 24-hour news-and-information audio cable service for people who have difficulty accessing print information. This network delivers the printed word in audio format to more than 5.2-million cable households across Canada.

THE AUDIENCE

More than four million Canadians cannot easily access information published in a newspaper or magazine because they are vision impaired, print handicapped, aglity impaired or seniors.

The *VoicePrint™* mandate is to serve this audience, which is known to listen closely to detailed and extended commercials. It is an affordable, effective alternative-media network.

VoicePrint™ can function as the primary medium for an advertising campaign to millions of Canadians or as support to campaigns designed for traditional print or electronic media.

ADVERTISING OPPORTUNITIES

- Program sponsorship.
- Run-of-Schedule spot campaigns.
- Specific time-period adjacencies.
- Product or service infomercials.

Rates

A) Program Sponsorship

Each sponsorship is tailored to meet a sponsor's requirements and to fit a specific program. Following are some general pricing guidelines:

	13 wks	26 wks	52 wks
<u>1/2 hr Program</u>			
Monday-Sunday	\$1750/wk	1400/wk	1050/wk
Monday-Friday	\$1250/wk	1000/wk	750/wk
Saturday-Sunday	\$ 400/wk	350/wk	300/wk
Saturday/Sunday	\$ 300/wk	250/wk	200/wk

B) Run-of-Schedule Spot Campaigns

	30 sec	60 sec	90 sec	120 sec
I	\$ 45	\$ 90	\$135	\$180
II	\$ 60	\$120	\$180	\$240

I Saturation Campaign of 30+ spots a week.

II Maintenance Campaign of 15 or fewer spots a week.

C) Specific Time Adjacencies

30 sec	60 sec	90 sec	120 sec
\$ 75	\$135	\$195	\$255

D) Infomercials

Rates for long-form Infomercials are available upon request.

Agency Commission

15% to a recognized agency

Commercial Acceptance

Commercial messages presented by *VoicePrint™* must conform to Canadian Radio-television and Telecommunications Commission regulations and to all pertinent laws. All commercials must be compatible with programming

PSAs

Distributed only on behalf of non-share corporations, at the discretion of *VoicePrint™*.

VOICE PRINT

a division of The National Broadcast Reading Service Inc.
Charitable Registration Number 0833277-09

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STAFF Multicultural mix of 10, half of whom are vision-impaired

National Office

150 Laird Drive Annex
Toronto, On M4G 3V7

416-422-4222

Fax: **416-422-1633**

Heather Lusignan
Director

National Capital Bureau

116 Lisgar Street, #703
Ottawa, ON K2P 0C2

613-230-5052

Fax: **613-230-5038**

Catherine McKenney
Administrator

BC Regional Bureau

1130 W. Pender Street, #210
Vancouver, BC V6E 4A4

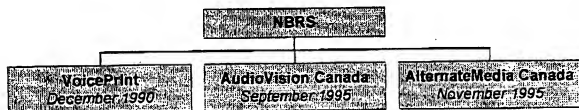
604-669-0246

Fax: **604-669-0256**

Corry Stuive
Director Regional Services

The National Broadcast Reading Service Inc. (NBRS)

- NBRS IS THE NATIONAL NON-PROFIT ENTERPRISE SET UP TO DELIVER TO HOMES ACROSS CANADA A FREE AUDIO NEWS-AND-INFO-RMATION SERVICE. NOW IT HAS DEVELOPED THE TECHNOLOGY TO DESCRIBE MOVIES AND TELEVISION PROGRAMS.
- FOR MILLIONS OF PRINT-HANDICAPPED CANADIANS AND THEIR FAMILIES, THE ESTABLISHED AUDIO NEWS NETWORK AND THE NEW DESCRIPTION SERVICE ARE MAJOR STEPS TOWARDS EQUAL AND INDEPENDENT ACCESS TO INFORMATION AND PRODUCTS WHICH ENHANCE THEIR INDEPENDENCE AND QUALITY OF LIFE.
- NBRS, THROUGH ITS DIVISIONS, IS THE ONLY MEANINGFUL MULTI-MEDIA GATEWAY CANADIAN PUBLISHERS AND BROADCASTERS HAVE TO INTERACT WITH THIS LARGE AND GROWING AUDIENCE.



VOICEPRINT™ delivers published news and information in audio format primarily for Canadians whose access to print is limited or non-existent. Every day volunteers read full-length articles, columns and feature reports related to news and sports, health, entertainment ... from more than 100 newspapers and magazines. The service is available free via cable TV and/or cable FM.

AUDIOVISION CANADA (AVC) produces narrated descriptions of the visual elements of film and video products, offering blind, low-vision and other Canadians the opportunity to fully appreciate these products and services at will.

ALTERNATEMEDIA CANADA (AMC) researches and develops cutting-edge technical systems and devices of benefit to blind and low-vision Canadians and the computer technology that allows VoicePrint™ and AudioVision to operate and service their clients.

VOICEPRINT™ PROGRAM SCHEDULE

All times are given in Eastern Time. Every day, the program cycle repeats at 4 pm and midnight.

All times are given in Eastern Time. Every day, the program cycle repeats at 4 pm and midnight.			
Time	Monday to Friday	Saturday	Sunday
8:00	The National Report	TV Highlights	
8:30	The Business Report		Pet World
9:00	The Sports Report		
9:30	Monitor	Dialogue	
10:00	The Ottawa Report	The Weekend Report	
10:30	Lifestyles and Leisure	Beyond our Borders	
11:00	The Health Report		
11:30	Science & Technology		
NOON	The Vancouver Report	The Arts Report	Religion
12:30	The POP Entertainment Report	The Audio Book Corner	
1:00	The Ability File	Old Time Radio	Laughlines
1:30	The Cross-Canada Newsstand		
2:30	The In-Touch Connection / Ontario Calling		
3:00	The Ottawa Regional Report	Capital Comments	
3:30	The Vancouver Regional Report	West Coast Weekend	

27 OCTOBER 1995

Call your cable company for the VoicePrint™ channel in your area.
For further information about VoicePrint™, call toll-free 1-800-567-6755

APPENDIX/APPENDICE 4



Canadian Human Rights
Commission

Deputy Chief Commissioner

Commission canadienne
des droits de la personne

Vice-présidente

JUL 26 1996

Dr. Ivan P. Fellegi
Chief Statistician of Canada
Statistics Canada
R & H Coates Building, 26th Floor
Ottawa, Ontario
K1A 0T6

Dear Dr. Fellegi:

I saw your exchange of correspondence with the National Broadcast Reading Service, and wanted to write to congratulate Statistics Canada on the steps it has taken to ensure that the census is accessible to people with visual impairments.

The range of alternate formats that are being provided, and the establishment of a Census Help Line should go a long way to assisting those who cannot complete the standard questionnaires. In the Commission's experience, however, services to people with disabilities frequently fail to reach their target clientele because they have not been effectively publicized. In this regard, I hope Statistics Canada will take the time to review its marketing plan for alternate formats as well as its training program for census staff in order to avoid the kinds of problems raised by the N.B.R.S.

Once again, let me congratulate you on your efforts to ensure that the census is truly accessible to all Canadians.

Yours sincerely,


Michelle Falardeau-Ramsay, Q.C.



Translation of Census Questions

1.0 Background

Historically the census question translations were produced to assist Census Representatives or interpreters in interviewing respondents who did not speak either English or French during collection. They were never intended as a public relations tool. The translations were coordinated by the Translation Bureau of the Secretary of State. The Bureau did a quality check before sending them back to Statistics Canada. Statistics Canada also arranged to have a number of the translations reviewed by internal staff.

Timing was also a constraint in obtaining the translations. The re-acquisitions could only be sent to the Translation Bureau after the questions had been gazetted, usually at the end of July. Although translators were given three months to get the job done, translations often still weren't done nine months later. It is very difficult to hold these translators to deadlines.

In past censuses, there was also the problem of finding freelance translators with typewriting/typesetting equipment. Typewriting/typesetting facilities were just not available in Canada for some of these languages.

In the translated questions produced for the 1991 Census, problems were found with both translations and the formatting. A number were handwritten and illegible when reproduced while others had translation errors. This was not viewed as a problem since the translations were viewed as an internal document. The problems occurred when Census Communications wanted to use them as public documents at the last minute.

2.0 1996 Census

For the 1996 Census, it was agreed, well in advance, with the Processing Project, that the translations would be both collection tools and a public document that Census Communications could distribute widely to ethnic groups, English/French as a second language course, Adult Basic Education classes, immigrant classes etc.

It was also agreed that the \$80,000 translation budget would be transferred from the Processing Project to the Communications Project and that the Communications Project would:

- coordinate the translation, editing and type-setting for the non-official and Aboriginal language translations.
- the questions translated into the non-official languages will be from the 2B questionnaire.
- the questions translated into the Aboriginal languages will be from the 2D questionnaire.
- limited quantities of print ready copies of the questions will be provided to the regional offices for use in the field and as a public relations tool. The regional offices will pay for their own printing.

2.1 Timing

The 1996 Census questions were gazetted in August of 1995. Shortly after that, arrangements were made with the Official Languages Division (translation services were turned over to departments in 1995) to coordinate the contracting of the 49 required translations - 37 ethnic and 12 Aboriginal languages. The following stipulations were written into the arrangement with the Official Languages Division:

- each language must be translated by one company/freelance translator and edited by another one. There could be no relationship between the translating organization and the editing organization.
- the translator must also provide the translated questions on paper and on computer diskette.

2.2 Material Provided to translators

To save both time and money, sections on the 1996 Census questionnaires that were the same as the 1991 questionnaire were marked. The translations from 1991 were then provided with instructions to only translate the new sections. The old sections were then transcribed by the translators so that we would have a complete document.

3.0 Translations

Research on which languages should be translated started in the spring of 1994 and focused on the following factors:

- new immigrants and immigrant groups with large numbers. It was felt that the older, more established groups would have assimilated to a great extent and would have community services to assist.
- 1991 Census data for home language and mother tongue
- immigration figures from Immigration Canada although we could not always assume that the dominant language group would be representative of the immigration flow from a particular country.
- some immigrant groups do not read their mother tongue well enough to read translated census questions.
- requirements from regional office communications and collections staff for a variety of languages based on discussion with social service and immigrant groups, etc.
- advice from subject matter staff based on ongoing research and contacts with users.
- immigrants who do not speak an official language and who live alone.

Originally, it had been agreed that the number of languages translated would be limited to about 14. This was to reduce costs and simplify handling. Nevertheless, as a result of the above research, the final decision had 37 non-official languages and 12 Aboriginal languages translated. The languages chosen represented groups with high numbers of speakers (Italian, Portuguese, Chinese, etc.) as well as groups with more recently arrived immigrants (Somali, Russian, etc.). This effectively meant that all languages where there were more than 1000 persons unable to speak English or French were included. See Appendix 1 for details.

Given the almost one million new immigrants that were expected to arrive in Canada between 1991 and 1996, it was imperative that the Census do more, not less, when it came to making translations available to field and Census Help Line staff. It was also felt that the established communities had expectations that they could communicate with the

Census in their own language and so it was necessary to continue to provide the translations for these groups to the Census Help Line.

The Regional office communications staff received five copies of each language. Copies were printed as required. Due to some extra printing dollars in Ottawa, the regional Collection staff indicated the numbers they required of each language and these were printed by Ottawa and shipped as they became available.

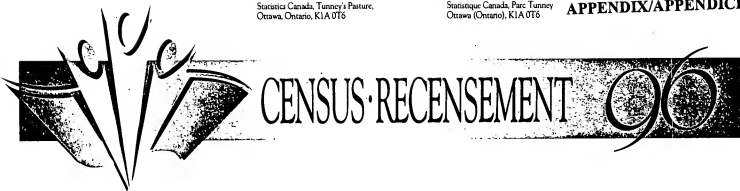
4.0 Promotion

The promotion of the availability of the translated questions does not get the information out to everyone who could benefit from this service although efforts have improved considerably over the last two censuses. The logistics of getting the 37 non-official and the 12 Aboriginal language translations to the 38,000 Census Representatives who could potentially use this material is extremely complicated and, for the most part, only the Census Representatives in heavily populated ethnic areas are aware and make use of these materials.

As a result, the Communications staff have worked through the immigrant groups, ethnic centres, adult education teachers and social service agencies to promote the language translations. They have done this with fact sheets, articles for newsletters, bulletins, announcements and by providing quantities of the translations for distribution by these groups. See Appendix 2 for examples. In addition, information was included in kits to ethnic papers and broadcast services.

5.0 Recommendations

- the translations should be translated by one contractor and edited by another to ensure quality as well as reliability of the translation.
- the contractor should provide the translation on paper and on diskette.
- the responsibility should be permanently moved to Communications who has the time and contacts to undertake the extensive research required.
- the Aboriginal translated questions should be from the reserve questionnaire not the 20% questionnaire.
- we should continue to evaluate the need for the translations but the tendency should lean towards more rather than less.
- there should be concerted effort to promote the availability of the translated questions. Discussions in this regard should be started early with the Collection staff.



Census Questions Available in Many Formats

On Census Day it is important that everyone in Canada counts themselves in. To assist people whose first language is neither English nor French, the census questions have been translated into 49 other languages including 12 Aboriginal languages. Copies of the questions have also been produced in large print, audio-cassette and Braille.

People who need information when filling in their questionnaire can call the **Census Help Line** at 1 800 670-3388. This free service will be available from 9 a.m. to 9 p.m. from May 9 through to May 17. Operators who speak many languages other than English or French will be available to help callers.

Telecommunications Device for the Hearing Impaired users, call: 1 800 303-9633 (no charge).

The 49 other languages into which the census questions have been translated are as follows:

Ethnic Languages

Amharic
Arabic
Armenian
Bengali
Creole
Croatian
Dari
Farsi (Persian)
German

Greek
Gurajati
Hindi
Italian
Japanese
Khmer
Korean
Laotian
Macedonian

Magyar
Mandarin Chinese
(simple characters)
Mandarin Chinese
(traditional characters)
Polish
Portuguese
Punjabi
Romanian

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Russian
Serbian
Slovenian
Spanish

Somali
Tamil
Tagalog
Thai

Turkish
Ukrainian
Urdu
Vietnamese

Aboriginal Languages

Chipewyan
Cree (Plains)
Cree (Quebec)
Cree (Swampy)
Dogrib

Inuktitut (standard,
Nouveau Quebec,
Atlantic, Prairies,
NWT)
Inuinnaqtun
Inuvialuktun

Maliseet
Micmac (Atlantic)
Montagnais-Naskapi
(Ontario, Quebec,
Atlantic)
Ojibway



RECENSEMENT · CENSUS

Les questions du recensement en plusieurs langues et formats

Le jour du recensement, il importe que tout le monde au Canada soit du nombre. Pour aider les gens dont la langue maternelle n'est ni le français ni l'anglais, les questions du recensement ont été traduites en 49 langues non officielles, dont 12 langues autochtones. Les questions ont aussi été produites en gros caractères, sur cassette audio et en braille.

Les gens qui ont besoin d'aide pour remplir leur questionnaire peuvent communiquer avec l'Assistance téléphonique du recensement au 1 800 670-3388. Ce service gratuit est offert du 9 au 17 mai 1996, de 9 h à 21 h. Des téléphonistes qui parlent plusieurs langues autres que le français et l'anglais seront disponibles pour répondre aux questions.

Pour ATME (appareils de télécommunications pour malentendants, téléimprimeur seulement) composer sans frais le 1 800 303-9633.

Voici la liste des 49 langues dans lesquelles les questions du recensement ont été traduites.

Langues ethniques

allemand
amharique
arabe
arménien
bengali
coréen
créole
croate
dari

espagnol
farsi (Persan)
grec
gujarati
hindi
italien
japonais
khmer
laotien

macédonien
magyar (hongrois)
mandarin (caractères
simples)
mandarin (caractères
traditionnels)
ourdou
pendjabi
polonais

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portugais
roumain
russe
serbe

slovène
somali (somalien)
tamil (tamoul)
tagalog

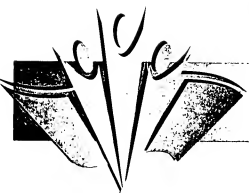
thaï
turc
ukrainien
vietnamien

Langues autochtones

chipewyan
cri (des plaines)
cri (Québec)
cri (swampy)
flanc-de-chien (dogrib)
inuinnagtun

inuktitut (version
standard, dialectes du
Nouveau-Québec, de
l'Atlantique, des
Prairies et des T.N.-O.)
inuvialuktun

malécite
micmac (dialecte de
l'Atlantique)
montagnais-naskapi
(dialectes de l'Ontario,
du Québec et de
l'Atlantique)
Ojibway



CENSUS · RECENSEMENT



Ethnic Groups and the 1996 Census

Tuesday, May 14, 1996 is Census Day in Canada. On that day, more than 29 million people will "count themselves in" when they mail in their completed census questionnaire.

The census gathers essential information on the social and economic conditions of people living in all regions of the country. The results of the census are used in planning services important to you and your community including:

- English and French as second-language programs
- heritage language classes
- health care
- education
- transportation
- day-care
- employment and training programs
- housing

In the first two weeks of May, 80 percent of households in Canada will receive a short census questionnaire which has 7 questions. Twenty percent of households will receive a long form with 55 questions. Seven of the questions on the long form are of specific importance to Canada's ethno-cultural communities:

- question 9 asks about knowledge of English and French
- question 10 asks about languages spoken other than English or French
- question 11 asks about the language spoken most often at home
- question 12 asks about the first language learned at home as a child, and still understood

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- question 13 asks for the place of birth of each respondent
- question 17 asks for the ethnic or cultural origin of a person's ancestors
- question 19 asks for the population group of each respondent

It is important that you answer these and other census questions carefully and accurately, since many policies and programs related to services for cultural communities are based on census data.

By law every household is required to complete a census questionnaire, and by law the confidentiality of your personal responses is protected. Personal census information cannot be given to anyone outside Statistics Canada — not banks, not the police, not another government, not immigration officials.

People who have questions about the census can call the **Census Help Line at 1 800 670-3388**. This free service will be in service from 9 a.m. to 9 p.m. from May 9 through to May 17. Operators who speak languages other than English or French will be available to help callers.

To assist people whose first language is neither English nor French, the census questions are available in 37 non-official, non-Aboriginal languages. Copies of the questions are also available in large print, Braille and audio cassette.

The success of the census depends on the participation of everyone in Canada. On Tuesday, May 14, 1996, continue a Canadian tradition and count yourself in!



RECENSEMENT · CENSUS



Les groupes ethniques et le Recensement de 1996

Le mardi 14 mai prochain sera jour de recensement au Canada. Ce jour-là, plus de 29 millions de personnes «seront du nombre» dans le cadre du Recensement de 1996.

Le recensement permet de recueillir des renseignements essentiels sur la situation socio-économique des gens dans toutes les régions du pays. Les résultats du recensement sont utilisés pour planifier d'importants services qui s'adressent à vous et à votre communauté, tels que :

- les programmes de langues secondes (français et anglais);
- les cours de langue d'origine;
- les soins de santé;
- les programmes d'enseignement;
- le transport en commun;
- les services de garde d'enfants;
- les programmes d'emploi et de formation de la main-d'oeuvre;
- le logement.

Au cours des deux premières semaines de mai, 80 % des ménages canadiens recevront le questionnaire abrégé, qui contient sept questions, alors que 20 % des ménages recevront le questionnaire complet, qui compte 55 questions. Sept questions dans le questionnaire complet sont d'une importance particulière pour les communautés ethnoculturelles du Canada :

- la question 9 porte sur les connaissances du français et de l'anglais;
- la question 10 porte sur les langues parlées autres que le français et l'anglais;
- la question 11 porte sur la langue parlée le plus souvent à la maison;
- la question 12 porte sur la langue apprise en premier lieu à la maison durant l'enfance et toujours comprise;

.../2

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- la question 13 porte sur le lieu de naissance des répondants;
- la question 17 porte sur le groupe ethnique ou culturel des ancêtres des répondants;
- la question 19 porte sur le groupe de population des répondants.

Il est important que vous répondiez de façon juste et précise à ces questions, de même qu'aux autres questions, puisque de nombreux programmes et politiques liés aux services offerts aux communautés culturelles s'appuient sur les données du recensement.

En vertu de la loi, tout le monde au Canada doit fournir les renseignements demandés dans le questionnaire du recensement. La confidentialité de vos réponses est protégée par la loi. Vos renseignements personnels ne peuvent être donnés à personne à l'extérieur de Statistique Canada, pas même aux banques, ni à la police, ni à un autre gouvernement, ni aux agents de l'immigration.

L'Assistance téléphonique du recensement peut vous aider si vous avez des questions. Vous pouvez téléphoner gratuitement à l'Assistance téléphonique du recensement du 9 au 17 mai, de 9 h à 21 h, au **1 800 670-3388**. Des téléphonistes qui parlent d'autres langues que le français et l'anglais pourront vous venir en aide.

Afin d'aider les gens qui ne parlent ni le français ni l'anglais, les questions du recensement ont été traduites en 37 langues non officielles et non autochtones. Les questions sont aussi disponibles en gros caractères, en braille et sur cassette audio.

Le succès du recensement dépend de la participation de tous. Le mardi 14 mai 1996, poursuivez une tradition canadienne et soyez du nombre !

Public Relations Activities

Activités de relations publiques

Census Support Program

1.0 Background

The public and private support program enlisted the voluntary support of corporations, associations and government at both a national and regional level. To promote the census, sponsors used the census message or distributed census materials in their regular communications with clients and/or employees. Corporate support activities ranged from using census mail inserts, putting the census logo on cups, milk cartons, sugar bags and grocery and plastic bags. Associations usually printed articles in newsletters and used posters and tent cards in offices while governments used newsletters, posters and tent cards in offices and mail inserts in mailouts.

In the 1991 Census, the program was referred to as the sponsorship program. However, in 1996 the name was changed to *support program* which provided a clearer picture of the activities of the supporting organizations. We also did not want there to be any confusion with a Federal Communications Council (FCC) document on *Professional Communicators in Partnership Activity* which was released in November 1995.

The supporter program is an integral part of the Census Public Communications activities and is unique to each supporting organization. Without it, there is an immense variety and number of clients and employees we would be unable to contact except at highly prohibitive costs. In addition, without supporters, the census would lose the impact of having credible, established and well respected corporations portraying the importance of the Census.

The only real alternative for supporting organizations is paid advertising. In order to receive the same type of coverage as received from supporters, it would be necessary to consider expanding the advertising to cover April and May. The costs for two weeks was approximately \$3.5 million. An additional 8 weeks would make advertising costs close to \$30.0 million, a sum which would be completely out of line given the ongoing efforts by the government to reduce expenditures.

2.0 How the Support Program Worked:

2.1 Initial Contact

Initial contact with supporters was made by letter. Supporters contacted included corporations, manufacturers, utility and transportation companies, food outlets, ethnic and minority groups, literacy groups, sports and medical associations, municipalities, governments at both the federal and provincial levels, schools etc. to name just a few.

2.2 Follow-up

In the majority of cases, follow-up was done by the regional offices. The exceptions were federal government departments, corporations and associations in the National Capital Region where Ottawa staff took on this responsibility.

2.3 Materials

All materials offered to supporters were available in both languages. Supporters were encouraged to use such bilingual materials as mail inserts, posters, banners, brochures, milk carton repros, general repro sheets, and tent cards. As well, some materials were available in English and French but were provided in a unilingual format. This would include such items as articles for newsletters. In all cases, the supporter decided what materials were most appropriate to the particular target group. Supporters did not receive any monetary benefit at all from their support.

2.4 Hits (support)

The 3,305 of supporting organizations that offered their free support to the 1996 Census provided approximately 350 million hits. This support for the Census does not have a price tag - it was invaluable.

3.0 Planning principles

Initial work on the national strategy for public and private supporters began in May 1994 with the development of planning principles. The following principles were developed and reviewed with the regional offices and the 1996 Census Manager.

- efforts should be limited to those companies/associations that can supply "significant" support.
- the supporter program should begin earlier than it did for the 1991 Census given the present environment in which more associations, NGOs, volunteer groups and charities are all approaching the same companies we are for assistance.
- the letters to CEOs should be personalized and should suggest specific ways that they could assist the census effort.
- the letters should indicate that there will be a Census in 1996. Any changes will be in the level of resourcing and the size of the Census which will not directly impact on supporters at this time.

4.0 Support strategy

Initial work began on the strategy in May 1994. Based on discussions with regional offices and Census Management, planning principles were developed. The support strategy then built on these principles. Final approval was received in the fall of 1994 (Appendix 1). Prior to approval, input was obtained from the Census Manager, Assistant Chief Statistician responsible for the Census and the Departmental Secretariat.

Although it was originally planned to write the letters once the questions had been gazetted, the delay in gazetting the questions meant that we had to go ahead with letters to the top 37 corporations. These letters went out on May 2, 1995.

4.1 Timing

The support program is viewed as an important activity and we received considerable support from senior management in this endeavour. The Secretariat was responsible for briefing the minister's staff so that the letters could proceed.

The following tables look at recipients and senders and the optimum planned dates for each of the mailings and follow-up activities. All of these dates experienced delays due to delays in getting the questions gazetted. In addition, no direct contact was made with Members of Parliament, Senators, Political parties, Governor-General and International Statistical agencies. Explanations are available in the body of this report.

5.0 Planned Activities:

To	Signed by	Initial Mailing	Follow-up
Corporations	Minister	October/ November 1994	Regional offices - January 1995
Associations	Chief Statistician	June/July 1995	Regional offices - September 1995
Federal Government	Chief Statistician	April/May 1995	Director of Communications, July 1995
Veteran Affairs Human Resources Development Transport	contact	as early as possible	Ottawa - ongoing
Members of Parliament (Ottawa)	Minister	September 1995	Dr. Fellegi
Members of Parliament (Contingency Offices)	Regional Directors		Regional offices - ongoing
Senators	Minister	September 1995	none planned
Political parties	Chief Statistician	September 1995	Ottawa
Governor-General	to be discussed		

To	Signed by	Initial Mailing	Follow-up
Provincial Ministers responsible for Statistical activities	Chief Statistician	to be discussed at June, 1995 meeting	Regional offices
International Statistical agencies	to be discussed		
National Statistics Council		to be discussed at council meeting - no letters	
Advisory Council		to be discussed at council meeting - no letters	

6.0 Other Activities

6.1 Background

These activities should be initiated well before Census Day.

6.2 Census URL (Web Pointer)

In response to requests from a number of census supporters, Census Communications created an Internet "Web Pointer" approximately 1½ months prior to Census Day. The address pointed to the STC web site where a Census Page had been created. The address for the Census page was provided to organizations so that their employees could directly access information about the Census. Visitors to the STC web site were also able to access the page through "What's New".

6.2.1 Content

The following material was provided on the Census site because of its general and informative content:

Fact Sheets

- (F-7) Need Information about the Census? Call the Census Help Line.
- (F-23) Census paints a clear picture of farming.
- (F-12) Census questions available in many formats.
- (F-31) Tips on Completing your 1996 Census of Agriculture Questionnaire.

Focus For the Future (Vol. 10, No. 1 - 5)

- History
- Content
- Collections
- Processing
- Agriculture

"Test Your Knowledge" (external format)

6.2.2 Challenges

Monitoring use of the site to determine the number of "Hits."

Since the site was created in only a couple of months prior to Census Day, there was insufficient lead-time to fully meet the potential of the page. Minimum information was provided in English and French.

6.3 Calendars and agendas

The majority of calendar and agenda companies in Canada were contacted approximately two years prior to Census Day to determine if they would be willing to include a reference to Census Day or the Canadian Census on their 1996 calendars (Appendix 2). Although many were willing to support this activity, re-contact with companies to

confirm logos or other art-work was not always done on a timely basis. As a result, a number of companies went to print without the census information. The following companies supported this census activity:

Aupel (Quebec)
Trottier (Quebec)
Optima (Quebec)
Hallmark Cards (Ontario)
Carleton Cards (Ontario)
Ontario Milk Producers (Ontario)
Robinson - Blackmore Ltd (agendas)
Canadian Stationary Company (calendars and daytimers)
Timelink Systems

7.0 Recommendations

a) Recommendations for program

- concentrate on corporations, organizations and associations that are likely to produce the greatest return.
- primary contacts should start at least 18 months prior to the Census.

b) Recommendations for WEB Site

- Start at least one year in advance of Census Day to determine what should be put on the census site in respect to general public information about the Census.
- Publicize the site well in advance of Census Day, preferably during the dissemination cycle.
- The site should be integrated fully into the Statistics Canada site. It is important not to overlap departmental efforts in terms of Internet activity.

c) Recommendations for Calendar and agenda companies

- Calendar and agenda companies should be contacted at least three years prior to Census Day. If positive, a follow-up contact should be made every six months to ensure that the window is not lost. If negative, re-contact should wait for a year.
- This activity should be given higher priority in 2001 since it can be done well in advance of Census Day, it generates many hits and is very cost-effective.
- This project should be initiated and followed through by the national staff or by one region. This would make it easier to keep track of contacts and re-contacts and large companies would not fall through the cracks.

APPENDIX/APPENDICE 1

1996

CENSUS COMMUNICATIONS PROGRAM

SUPPORTER STRATEGY

**COMMUNICATIONS DIVISION
JULY 21, 1994**

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1.0 MINISTERIAL CONTACTS

It is recommended that the Minister responsible for Statistics Canada be asked to write to the following groups to request their support for the 1996 Census. The minister is specifically requested due to the visibility of his position in the government and the senior level of the people/groups being contacted. The support program was handled in this way for the 1991 Census and proved to be very successful at generating support.

1.1 National Corporations

The Minister to write the initial letter. Followup to be done by the regional offices.

Identification of companies

- only those companies with large employee or client bases and with an identifiable service.
- concentrate on organizations which are likely to produce the greatest return

Content of letter

- thank them for assistance if provided in 1991
- ask for a contact name / provide regional office contact
- suggest specific support activities. Letters will be customized rather than form letters. Regional office to suggest activities.

Timing

- preliminary enquiries should start at least 18 months prior to the census. In 1991, letters were too late. For example Carleton cards approached us almost a year ago.
- letters to be sent in October/November 1994 with followup to start in January 1995.
- sales/example kits will be provided at time of followup visits.

1.2 Members of Parliament (Ottawa Office)

The Minister to write the initial letter. Additional information packages to be sent by the Chief Statistician.

Content of letter

- suggest areas in which MPs can support the Census
- indicate that additional information will be sent by the Chief Statistician containing regular updates and materials (householder articles, deck pads).

Timing

- when the house resumes sitting in the fall.

1.3 Senators

The Minister to write the initial letter. No further contact will be initiated with this group.

Content of letter

- similar to the letter sent to Members of Parliament. Will include a Statistics Canada contact but no promise of future mailings.

Timing

- when the house resumes sitting in the fall of 1995.

1.4 Governor-General

The decision to contact the Governor-General will be based on who is appointed.

Content of letter

- request support for the census
- suggested activities will depend on who the new Governor-General is

Timing

- after new Governor-General has been appointed

1.5 Provincial/Territorial Ministers responsible for statistical activities

The minister to write at request of the focal points.

Content of letter

- ask for a provincial/territorial contact /suggest statistical focal points
- indicate support received in 1991 was appreciated, helpful.

Timing

- spring of 1995

2.0 CHIEF STATISTICIAN CONTACTS

It is recommended that the Chief Statistician be asked to write to the following groups to request their support for the 1996 Census. The program was handled in this way for the 1991 Census and proved to be very successful.

2.1 National Associations

Dr Fellegi to write the initial letter. Followup to be done by the regional offices.

Identification of associations

- concentrate on associations that are likely to produce the greatest returns. Will not contact the smaller (particularly associations related to sports).

Content of letter

- thank them for support provided in 1991
- ask for contact name / provide regional office contact
- suggestions specific support activities

Timing

- letters to be sent in June/July of 1995 with followup to start during fall 1995. In 1991, the letters were too late, missed some opportunities.

2.2 Federal Government:

Dr. Fellegi to write initial letter to Deputy Ministers at targeted departments. Followup to be done by the Director of Communications.

Identification of departments/agencies

- only departments likely to provide a significant service (large client or employee base). Concentrate on the larger departments.

cheques - HRD, Veterans Affairs
Post Office - have agreed to provide space in all 8,800 post offices (free) thanks
Department of Transport
External Affairs - joint letter with Collections - introduce
National Defence - joint letter with Collections

All departments will be informed of the census. The Director of Communications to write to smaller departments/agencies not included on the Chief Statistician list.

Content of letters

- indicate Director, Communications Division will follow up with Communications Directors with specific materials and information

Timing

- missed a number of newsletters and other promotional vehicles in 1991 because of timing.
- letters to be sent in April/May (at the time the questions are gazetted) of 1995
- followup letters and visits from Director of Communications to take place during July, August, September and October.
- sales kits to be available with sample articles and other promotional materials - logos, screen savers, LAN count-downs etc. at that time.

2.3 Members of Parliament

The chief Statistician to send information kits in October 1995 and February 1996 containing:

- articles for the householders should be sent more than once
- fact sheet

2.4 Political parties

The Chief Statistician to write to all caucus groups in the fall of 1995

2.5 Focal Points

The Chief Statistician to write the initial letter to the focal points. Followup to be done by the regional offices.

2.6 National Statistics Council

The Chief Statistician/Assistant Chief Statistician to request support of council members at regular meeting. (a letter was sent by the Chief Statistician in 1991 - received letters of support from some members)

- provide information kit at meeting/suggest ways they could support census

3.0 REGIONAL DIRECTOR CONTACTS

It is recommended that the Regional Directors write to:

3.1 Regional Corporations

- letters to specify support activities for regional corporations to provide

3.2 Regional Associations

- letters to specify support activities for regional corporations to provide

3.3 Members of Parliament (constituency offices)

- to ensure that all consistency offices have basic questions and answers, Census Help Line numbers and any other information to assist them in responding to enquiries/complaints

4.0 OTHER CONTACTS

4.1 Advisory Committees

The secretaries of the Social Conditions, Demography, Labour and Agriculture committees to:

- request the support of the members for the census at meeting / write to any members missing
- provide information kit/suggest ways they could support census

APPENDIX/APPENDICE 2

Canadian Calendar / Stationery Companies

World Wildlife Fund Canada
Raincoast Books
Copp Clark Limited
Project 2000 Publications Limited
More Time Moms Publishing Incorporated
Pine Ridge Art Incorporated
Warwick Publishing
Opus Publications Incorporated
Garfinkel Publications Incorporated
Douglas and McIntyre Incorporated
Canadian Caboose Press
Une monde différent
Trustar Limitée
Wyman and Sons Publications Limited
Winnable Enterprises Company
Optima Incorporated
Trotter
Aupel Incorporated
Robinson-Blackmore Ltd.
Canadian Stationery Company
Regal Greeting and Gifts
Timelink Systems
Jannex Enterprises
Coteau Books
Random House of Canada
Teldon International
Dairy Farmers of Ontario
Carleton Cards

U.S. Calendar / Stationery Companies (with Canadian distribution)

Hallmark Cards
Anitoch Publishing Company
Daydream Incorporated
Pomegranate Calendars and Books
Portal Publications
Landmark Calendars
Pocket Books Incorporated
Farmers' Almanac
Workman Publishing
Andrews and McMeel Incorporated
The Harvard Planner Group
Little, Brown and Company

National Corporations

1.0 Background

Support from national corporations for the 1996 Census exceeded expectations despite the economic climate of fiscal restraint and the corporate trend towards "down-sizing". Approximately 70% of corporations contacted participated in the promotion of the census. In general, most companies understood the importance of collecting census data and many were census data users.

The communications approach was more streamlined in 1996 than in 1991. A more selective process was undertaken to determine potential corporate supporters (208 corporations were contacted in 1996, compared to 1,068 in 1991). This minimized the burden on the Minister's office and concentrated the corporate support program at the regional level. As well, fewer materials were produced for use by third party supporters.

All corporate supporters were asked to use the census message in their regular communications with clients and/or employees. Contact was made by a letter signed by the Minister. These letters were sent approximately one year in advance of Census Day. This gave the companies sufficient time to discuss the types of support they could provide and allowed Communications the required lead time to determine quantities and specifications of custom materials such as mail inserts.

2.0 Planning Process

The research and compilation of mailing lists began in January, 1995. Regional offices were requested to submit a list of corporations to receive a letter from the Minister. Compilation of these lists included:

- Research and selection based on number of employees, clients, type of support in 1991 and potential for support in 1996;
- Verification of company's Head Office address, name and title of CEO and his/her preferred language of correspondence. This was the responsibility of each regional office;
- Approval of letters from Minister's office;

- Translation;
- Minister's signature.

2.1 Development of Mailing List

The following research sources were used to develop the list of corporations that would receive a ministerial letter. In addition, the regional offices also did their own research based on client files and other regional sources. Since ownership and management of businesses and associations change rapidly, it is important to finalize research lists no sooner (but no later) than one year before Census Day.

1991 Census Public Communications Evaluation
Canadian Business magazine - "Canada's Top 500 Corporations" (June, 1994)
1995 Directory of Retail Chains in Canada (Maclean-Hunter)
1994 Canadian Key Business Directory (Dun and Bradstreet Canada)
The Blue Book of Canadian Business, 1994 (Canadian Newspaper Services International)
1995 Corpus Almanac & Canadian Sourcebook (Southam, Inc.)
Blue Book of Store Operators and Wholesalers

2.2 First Mailing

In 1991, a letter was sent to those organizations who participated in the previous census and a different letter to those who did not. Another letter was sent to companies which had already been contacted by regional offices, and another to those companies who had not been contacted. Following a recommendation from the 1991 evaluation, letters in 1996 were more streamlined. The same letter was sent to all corporations. For those companies who supported the 1991 Census, one line acknowledging the company's participation was inserted. This proved to be effective.

By the end of April 1995, the list had been finalized. At this time - which was the target date for mailing - only the 2A census had been approved and it was unknown when or if a full census would be approved. Consequently, it was decided (through consultation with regional offices and the Departmental Secretariat) to proceed with the letter from the Minister with the Head, Public Relations, Ottawa, listed as the contact (Appendix 1).

These letters went to 37 of the largest corporations in Canada, which had traditionally supported the census (Appendix 2). It was decided to wait until approval for the full census before proceeding with the other letters.

2.3 Second Mailing

In June, 1995, letters from the Minister were sent to the remaining 171 national corporations on the list, in anticipation of full funding for a 2B census (Appendix 3). A contact in each regional office was listed as the contact (Appendix 4).

2.4 Follow-up

Follow-up was done by the regional office according to the location of each corporation's head office. For example, the Toronto regional office negotiated activities with The Bay - as its regional office was in Toronto; the Montreal regional office followed up with Bell Canada as its head office was located in Montreal, etc.

Of the 208 corporations contacted, 146 participated in promoting the census. Most of this participation was offered quickly and was extensive. In particular, major corporations such as banks, department / food store chains, telephone and utility companies were supportive in terms of inserts and in-house signage. (See Appendices 5 and 6 for details of corporate support.)

3.0 Thank you letters

Thank-you letters from the Minister were sent to those corporations which supported the census and which had originally received a ministerial letter in September 1996 (Appendix 7). In addition, at the request of regional offices, letters were sent to selected corporations which were not on the original list, but whose degree of participation in the census merited this level of recognition. In some of these cases, a thank-you letter was sent from the Chief Statistician.

4.0 Recommendations for National Corporations

- Repeat program in 2001.
- Verification of contact names, titles, preferred language of correspondence, etc., should take place as close to the date of mailing as possible (approximately 2 months) to assure accuracy of lists.
- Investigate the viability of purchasing mailing lists as a source for identifying national corporations.
- Thank-you letters should be sent immediately following the census, by July.
- Approach Bell Canada at least three years prior to Census Day regarding the use of the telephone directory cover for promotional purposes.

Minister Responsible for
Statistics Canada



Ministre responsable de
Statistique Canada

MAY
MAI - 2 1995

Mr. George Eaton
President
T. Eaton Company Limited
250 Yonge Street
Toronto, Ontario
M5B 1C8

Dear Mr. Eaton:

I am pleased to inform you that the next Census of Canada will take place on Tuesday, May 14, 1996. The Census of Population and the concurrent Census of Agriculture are the largest surveys conducted in Canada. They provide information that is of value to just about everyone in business, industry and government.

The active role played by the T. Eaton Company Limited in the 1991 Census was much appreciated and helped make the Census a success. I am writing to enlist your support for the 1996 Census. It is important that Canadians understand the value of the Census and be motivated to complete their questionnaires. Your company's support in bringing the Census message to its employees and clients would, once again, be an important contribution to this objective. This support could include activities such as a mail insert in client statements, articles in employee newsletters or a message in pay envelopes.

I would be most grateful if you would provide my office with the name of someone in your organization with whom Statistics Canada could discuss various approaches for promoting the 1996 Census. For further information, your staff should contact Johanne Beckstead, Statistics Canada, 10th Floor, R.H. Coats Building, Ottawa, Ontario, K1A 0T6, (613) 951-1661.

I hope that I can once again count on your support to make the 1996 Census a success.

Yours very truly,

ORIGINAL SIGNED BY
ORIGINAL SIGNÉ PAR

John Manley



MAY
MAI - 2 1995

M. Claude Béland
Président
Mouvement Desjardins
1, Complexe Desjardins
Casier postale 7
Succursale Desjardins
Montréal (Québec)
H5B 1B2

Monsieur,

Je suis très heureux de vous informer que le prochain recensement du Canada aura lieu le mardi 14 mai 1996. Le recensement de la population et le recensement parallèle de l'agriculture sont les plus grandes enquêtes menées au Canada. Les renseignements recueillis sont utiles à presque tout le monde oeuvrant au sein de la petite entreprise, de l'industrie et des administrations publiques.

Je vous écris pour solliciter votre appui pour le Recensement de 1996. Il importe que la population canadienne comprenne l'importance du recensement et que les gens soient prêts à remplir le questionnaire. En communiquant le message du recensement à votre personnel et à votre clientèle, le Mouvement Desjardins contribuerait de façon remarquable à l'atteinte de cet objectif. Cet appui pourrait prendre la forme d'un encart postal, d'un message sur les états de compte personnels, ou de messages dans les guichets automatiques.

À cette fin, je vous invite à nous faire connaître le nom d'un membre de votre organisation avec lequel Statistique Canada pourra discuter des moyens à prendre pour promouvoir le Recensement de 1996. Pour obtenir plus d'information, vous pouvez communiquer avec Johanne Beckstead, Statistique Canada, immeuble R.-H.-Coats, 10^e étage, Ottawa (Ontario), K1A 0T6, (613) 951-1661.

.../2

J'espère que nous pourrons compter sur votre appui pour assurer le succès du Recensement de 1996.

Veuillez agréer, Monsieur, l'expression de mes sentiments les meilleurs.

John Manley

APPENDIX/APPENDICE 2

Letters Sent to National Corporations From Minister -May 2, 1995
Lettres envoyées par le ministre aux entreprises nationales, 2 mai 1995

Company Name	Location of Head Office
American Express Canada Ltd.	Markham, ON
Bank of Montreal	Toronto, ON
Bank of Nova Scotia	Toronto, ON
Canadian Imperial Bank of Commerce	Toronto, ON
Toronto Dominion Bank	Toronto, ON
National Trust	Toronto, ON
Royal Bank of Canada	Toronto, ON
Banque Nationale du Canada	Montreal, PQ
Canada Trust	Toronto, ON
Hong Kong Bank of Canada	Vancouver, BC
The Great Atlantic & Pacific Co of Canada	Toronto, ON
The Oshawa Group Ltd.	Etobicoke, ON
Redpath Industries Ltd.	Toronto, ON
Canada Safeway Ltd.	Calgary, AL
Lantic Sugar Ltd.	Montreal, PQ
Provigo Inc.	Montreal, PQ
Metro-Richelieu	Montreal, PQ
Silcorp Ltd (Mac's Milk)	Scarborough, ON
Canadian Tire Acceptance Ltd.	Welland, ON
T. Eaton Co.	Toronto, ON
The Bay	Toronto, ON
Sears Canada Inc.	Toronto, ON
Zellers Inc.	Montreal, PQ
Wal-Mart Canada	Toronto, ON
Price Costco	Laval, PQ
Bell Canada	Montreal, PQ
Maritime Telegraph & Telephone	Halifax, NS
New Brunswick Telephone Company Ltd.	Saint John, NB
Newfoundland Telephone Company Ltd.	St. John's, NFLD
Manitoba Telephone System	Winnipeg, MAN
Sasktel	Regina, SK
Telus Corporation	Edmonton, AL
BC Tel	Burnaby, BC
Canadian Bankers Association	Toronto, ON
Télébec Ltée	Ville d'Anjou, PQ
Québec Téléphone	Rimouski, PQ
Mouvement Desjardins	Montréal, PQ

APPENDIX/APPENDICE 3

Letters Sent to National Corporations From Minister - June 12, 1995
Lettres envoyées par le ministre aux entreprises nationales, 12 juin 1995

Company Name	Location of Head Office
Atlantic (25)	
Air Labrador	St. John's, Newfoundland
Air Nova	Enfield, Nova Scotia
Almagamated Dairies Limited	Summerside, Prince Edward Island
Atlantic Lottery Corporation	Moncton, New Brunswick
Atlantic Wholesalers	Dartmouth, Nova Scotia
Baxter Food Limited	Saint John, New Brunswick
Boland's Limited	Halifax, Nova Scotia
Central Dairies Limited	St. John's, Newfoundland
Co-op Atlantic	Moncton, New Brunswick
Day & Ross Trucking Limited	Hartland, New Brunswick
Empire Company Limited	Stellarton, Nova Scotia
Farmer's Dairies Limited	Halifax, Nova Scotia
Irving Oil Limited	Saint John, New Brunswick
Lewisporte Wholesalers	Newfoundland
Maritime Electric Company Limited	Charlottetown, Prince Edward Island
McCain's Limited	Florenceville, New Brunswick
New Brunswick Power Corporation Limited	Fredericton, New Brunswick
Newfoundland and Labrador Hydro	St. John's, Newfoundland
Newfoundland Light and Power Corporation	St. John's, Newfoundland
Northumberland Cooperative Limited	Newcastle, New Brunswick
Nova Scotia Power Corporation Limited	Halifax, Nova Scotia
Pizza Delight Limited	Moncton, New Brunswick
M.F. Schurman Limited	Summerside, Prince Edward Island
Scotsburn Dairy Foods Limited	Scotsburn, Nova Scotia
Sobey's Incorporated	Stellarton, Nova Scotia
Quebec (36)	
Agropur	F Granby (Québec)
Air Canada	E St-Laurent, Quebec
Alcan Aluminium limitée	F Montréal (Québec)
Avenor incorporée	F Montréal (Québec)
Bombardier incorporée	F Montréal (Québec)
Canadien National	F Montréal (Québec)
Canadian Pacific Limited	E Montréal, Quebec
Canam Manac incorporée	F Saint-Georges de Beauce (Québec)
Cascades incorporée	F Kingsey Falls (Québec)
Coopérative fédérée du Québec	F Montréal (Québec)
Culinar incorporée	F Montréal (Québec)
Donohue incorporée	F Québec (Québec)
Dominion Textiles Inc	E Montréal, Quebec
Domtar incorporée	F Montréal (Québec)
Groupe Jean Coutu	F Longueuil (Québec)

Le Groupe Rona-Dismat incorporée	F	Boucherville (Québec)
Groupe SNC Lavalin incorporée	F	Montréal (Québec)
Groupe Transcontinental GTC limitée	F	Montréal (Québec)
Groupe Vidéotron	F	Montréal (Québec)
Hydro-Québec	E	Montréal (Québec)
Imasco Limited	E	Montréal, Quebec
Ivaco Inc.	E	Montréal, Quebec
Lafarge Canada	E	Montréal, Quebec
Medis Health & Pharmaceutical Services Inc.	F	Kirkland, Québec
Multi-Marques incorporée	F	Montréal (Québec)
Olco Petroleum Group Inc.	F	Montréal (Québec)
Power Corporation du Canada	F	Montréal (Québec)
Pratt & Whitney Canada incorporée	F	Longueuil (Québec)
Q I T Fer et Titane incorporée	F	Montréal (Québec)
Québecor incorporée	E	Montréal (Québec)
Repap Entreprises Inc.	F	Montréal, Quebec
Société en commandite	E	Montréal (Québec)
Stone-Consolidated Inc.	F	Montréal (Québec)
U.A.P. incorporée	F	Montréal (Québec)
Ultramar Canada incorporée	F	Montréal (Québec)
Les Industries Westburne limitée	F	Montréal (Québec)

Ontario (42)

Coles Bookstores Limited	Etobicoke, Ontario
Dofasco Incorporated	Hamilton, Ontario
L.G. Electronics Incorporated	Mississauga, Ontario
Lever	Toronto, Ontario
MacLean Hunter Cable T.V.	Etobicoke, Ontario
Metropolitan Toronto Board of Trade	Toronto, Ontario
Ontario Hydro	Toronto, Ontario
Procter and Gamble Incorporated	North York, Ontario
Rogers Communication Incorporated	Toronto, Ontario
Ault Foods Limited	Etobicoke, Ontario
Becker Milk Company Limited	Scarborough, Ontario
Hallmark Cards of Canada	Willowdale, Ontario
Beatrice Foods Incorporated	Etobicoke, Ontario
Hyundai Auto Canada Incorporated	Markham, Ontario
Abitibi Price Incorporated	Toronto, Ontario
Algoma Steel Incorporated	Sault Ste Marie, Ontario
Chrysler Canada Limited	Windsor, Ontario
Coca-Cola Beverages Limited	Toronto, Ontario
Ford Motor Company of Canada Limited	Oakville, Ontario
George Weston Limited	Toronto, Ontario
General Electric Canada Incorporated	Mississauga, Ontario
General Mills Canada Incorporated	Etobicoke, Ontario
General Motors of Canada Limited	Oshawa, Ontario
IBM Canada Limited	Markham, Ontario
Imperial Oil Limited	Toronto, Ontario
Inco Limited	Toronto, Ontario
K-Mart Canada Limited	Brampton, Ontario

<p> Kraft General Foods Canada Incorporated Magna International Incorporated Maple Leaf Foods Incorporated McDonald's Restaurants of Canada Limited Montreal Trustco Incorporated Northern Telecom Limited Shell Canada Products Limited Stelco Canada Limited Sunoco Incorporated Unilever Canada Limited Westinghouse Canada Incorporated Calendar Marketing Incorporated DeHavilland Incorporated Honda Canada Incorporated Toyota Canada Incorporated </p>	<p> Don Mills, Ontario Markham, Ontario Toronto, Ontario Toronto, Ontario Toronto, Ontario Mississauga, Ontario Corunna, Ontario Hamilton, Ontario Sarnia, Ontario Toronto, Ontario Hamilton, Ontario Toronto, Ontario Downsview, Ontario Scarborough, Ontario Scarborough, Ontario </p>
<p>Prairies (41)</p>	
<p> Alberta Energy Corporation Alberta Wheat Pool Amoco Canada Petroleum Company Limited Calgary Co-Operative Association Limited Cameco Corporation Canadian Utilities Limited Canadian Western Natural Gas Company Ltd. Canutilities Holdings Limited Cargill Limited Centra Gas Manitoba Incorporated Edmonton Power Edmonton Telephone Corporation Federal Industries Limited Federated Co-Operatives Limited Greyhound Lines of Canada Limited Gulf Canada Resources Limited Husky Oil Limited Interprovincial Cooperative Limited Lilydale Poultry Company Manitoba Hydro-Electric Board Manitoba Pool Elevators Northwestern Utilities Limite Nova Corporation PWA Corporation Petro-Canada Potash Corporation of Saskatchewan Inc. James Richardson and Sons Limited Saskatchewan Power Corporation Saskatchewan Wheat Pool Shaw Communications Incorporated Shell Canada Limited Transalta Utilities Corporation Trizec Corporation </p>	<p> Calgary, Alberta Calgary, Alberta Calgary, Alberta Calgary, Alberta Saskatoon, Saskatchewan Edmonton, Alberta Calgary, Alberta Calgary, Alberta Winnipeg, Manitoba Winnipeg, Manitoba Edmonton, Alberta Edmonton, Alberta Winnipeg, Manitoba Saskatoon, Saskatchewan Calgary, Alberta Calgary, Alberta Calgary, Alberta Saskatoon, Saskatchewan Edmonton, Alberta Winnipeg, Manitoba Winnipeg, Manitoba Edmonton, Alberta Calgary, Alberta Calgary, Alberta Calgary, Alberta Saskatoon, Saskatchewan Winnipeg, Manitoba Regina, Saskatchewan Regina, Saskatchewan Edmonton, Alberta Calgary, Alberta Calgary, Alberta Calgary, Alberta </p>

[illegible]

APPENDIX / APPENDICE 4

Minister Responsible for
Statistics Canada

Ministre responsable de
Statistique Canada

JUN 12 1995

Mr. Doug Bailey
President
Farmers Dairies Limited
Post Office Box 8118, Station "A"
Halifax, Nova Scotia
B3K 5Y6

Dear Mr. Bailey:

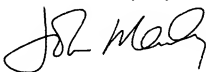
I am pleased to inform you that the next Census of Canada will take place on Tuesday, May 14, 1996. The Census of Population and the concurrent Census of Agriculture are the largest surveys conducted in Canada. They provide information that is of value to just about everyone in business, industry and government.

The active role played by many Canadian corporations in the 1991 Census helped make it a success. I am writing to enlist your support for the 1996 Census. It is important that Canadians understand the value of the Census and be motivated to complete their questionnaires. The support of Farmers Dairies Limited in bringing the Census message to its employees and clients would be an important contribution to this objective. This could include activities such as a mail insert in client statements, a message in pay envelopes or articles in employee newsletters.

I would be most grateful if your organization could provide Statistics Canada with the name of a contact to discuss various approaches for promoting the 1996 Census. For further information, your staff should call Keith Matheson at (902) 426-0729 or write to Census Communications, Statistics Canada, North American Life Centre, 1770 Market Street, Halifax, Nova Scotia, B3J 3M3.

I hope that I can count on your support to make the 1996 Census a success.

Yours very truly,



John Manley



JUN 12 1995

Monsieur Jacques Bougie
Président
Alcan Aluminium limitée
1188, rue Sherbrooke Ouest
Montréal (Québec)
H3A 3G2

Monsieur,

Je suis très heureux de vous informer que le prochain Recensement du Canada aura lieu le mardi 14 mai 1996. Le Recensement de la population et le Recensement parallèle de l'agriculture sont les plus grandes enquêtes menées au Canada. Les renseignements recueillis sont utiles à presque tout le monde oeuvrant au sein de la petite entreprise, de l'industrie et des administrations publiques.

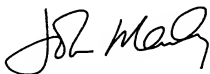
Le rôle joué par les entreprises canadiennes lors du Recensement de 1991 a été très apprécié et a permis d'en faire une réussite. Je vous écris pour solliciter votre appui pour le Recensement de 1996. Il importe que la population canadienne comprenne l'importance du recensement et que les gens soient prêts à remplir le questionnaire. En communiquant le message du recensement à son personnel et à sa clientèle, Alcan Aluminium limitée contribuerait de façon remarquable à l'atteinte de cet objectif. Cet appui pourrait prendre la forme d'un encart postal dans les états de compte des clients, d'un message dans les enveloppes de paie ou d'articles dans les bulletins d'information du personnel.

À cette fin, je vous invite à nous faire connaître le nom d'un membre de votre organisation avec lequel Statistique Canada pourra discuter des moyens à prendre pour promouvoir le Recensement de 1996. Pour obtenir plus d'information, vous pouvez communiquer avec Diane Blanchette, Statistique Canada, Complexe Guy-Favreau, 200, boulevard René-Lévesque Ouest, Tour Est, 4^e étage, Montréal (Québec), H2Z 1X4, (514) 283-4218.

.../2

J'espère que nous pourrons compter sur votre appui pour assurer le succès du Recensement de 1996.

Veuillez agréer, Monsieur, l'expression de mes sentiments les meilleurs.

A handwritten signature in black ink, appearing to read "John Manley". The signature is fluid and cursive, with the first name "John" written in a larger, more prominent script than the last name "Manley".

John Manley

APPENDIX/APPENDICE 5

1996 CENSUS CORPORATE SUPPORTERS - MAY 2, 1995

Company Name	Head Office	Lang	1996 Support
American Express Canada Ltd.	Markham, ON	E	<ul style="list-style-type: none"> » Inserts in cardmember statements (600,000). » Articles and posters targeting Canadian employees (2,300).
Bank of Montreal	Toronto, ON	E	<ul style="list-style-type: none"> » Inserts in staff payroll (31,000) » Article in employee newsletter (31,000)
Bank of Nova Scotia	Toronto, ON	E	<ul style="list-style-type: none"> » Message on payroll stub » Article in employee newsletter » Message on E-Mail system
Canadian Imperial Bank of Commerce	Toronto, ON	E	<ul style="list-style-type: none"> » Inserts in client statements (1.3 million) » Article in employee newsletter
Toronto Dominion Bank	Toronto, ON	E	» ATM message from May 9 - 14 (1 million hits).
National Trust	Toronto, ON	E	<ul style="list-style-type: none"> » Message on pay stubs » Article in newsletter
Royal Bank of Canada	Toronto, ON	E	<ul style="list-style-type: none"> » Inserts in customer statements (4.5 million). » Article in AgriBusiness Review (circ. 20,000 English; 3,000 French) - customer publication.
Banque Nationale du Canada	Montreal, PQ	F	<p>Avec les employés (14 000)</p> <ul style="list-style-type: none"> » Articles et logo dans les journaux internes (mars, avril et mai 1996) » Affiches » Message sur la paye (avril et mai) <p>Avec les clients (1 million)</p> <ul style="list-style-type: none"> » Message sur les états de comptes (avril) » Message aux guichets automatiques (14 avril au 14 mai)
Hong Kong Bank of Canada	Vancouver, BC	E	» Inserts in customer mailings, tent cards, static logos (1.3 million)
The Great Atlantic & Pacific Co of Canada	Toronto, ON	E	» Logo on flyers for 2 weeks prior to Census Day (12 million).
The Oshawa Group Ltd.	Etobicoke, ON	E	See regional evaluation.
Lantic Sugar Ltd.	Montreal, PQ	F	<p>Avec les employés (600)</p> <ul style="list-style-type: none"> » Encarts postaux avec la paye » Affiches
Provigo Inc.	Montreal, PQ	F	» Article dans le bulletin <i>Info-Provigo</i> (2 parutions : février & avril)
Metro-Richelieu	Montreal, PQ	F	<ul style="list-style-type: none"> » Encart postal avec les payes (6 000 employés) » Affiches dans les centres de distribution (10 centres - 2 500 employés).
Zellers Inc.	Montreal, PQ	E	<p>Avec les employés du siège social (600)</p> <ul style="list-style-type: none"> » Affiches <p>Avec les employés des points de vente (Québec : 6 000, Maritimes : 2 000)</p> <ul style="list-style-type: none"> » Affiches » Communiqués sur les babillards
Price Costco	Laval, PQ	F	<p>Lettre envoyées on demandait d'apposer des affiches dans les halls d'accueil, dans les bureaux, dans les cafétérias et dans les salles de repos des employés. Cette lettre était signée par M. Desautels qui les faisait à son tour parvenir aux autres succursales.</p> <p>Avec les employés (8 000) et clients (600 000).</p> <ul style="list-style-type: none"> » Affiches (339)
Bell Canada	Montreal, PQ	E	» Article et logo dans le bulletin interne (45 000 employés)

Québec Téléphone	Rimouski, PQ	F	<p>Avec les employés</p> <ul style="list-style-type: none"> ▸ Message dans le courrier électronique ▸ Article dans le bulletin interne <p>Avec les clients</p> <ul style="list-style-type: none"> ▸ Message du recensement dans les annuaires téléphoniques (deux éditions: novembre et avril) ▸ Message dans les états de compte. (Signé du président) ▸ Message sur les enveloppes (envois postaux en mars et en avril) ▸ Message sur les factures du service téléphonique (mi-avril à mi-mai).
Mouvement Desjardins	Montréal, PQ	F	<p>Mouvement Desjardins - Québec</p> <p>Avec le siège social de la Confédération</p> <ul style="list-style-type: none"> ▸ Article dans la revue <i>Ma Caisse</i> (Tirage : 185 000 copies) ▸ Article dans la revue <i>En Mouvement</i> (Tirage : 2 700 copies) ▸ Article dans la revue <i>Revue Desjardins</i> (Tirage : 25 000 copies) ▸ Affiches (289) ▸ Encarts avec la paye (4 737) ▸ 8 divisions ont retourné leur bon de commande. <p>Mouvement Desjardins - Ontario</p> <p>Avec les employés du siège social (65)</p> <ul style="list-style-type: none"> ▸ Affiches ▸ Encarts avec la paye <p>Le Mouvement Coopératif Acadien - Maritimes</p> <p>Avons entrepris les négociations et le dossier a ensuite été transmis au bureau régional de Statistique Canada à Halifax.</p> <p>La Fédération des Caisses Populaires du Manitoba</p> <p>Avec les employés (175)</p> <ul style="list-style-type: none"> ▸ Encarts avec la paye ▸ Affiches <p>Avec les membres / clients (37 000)</p> <ul style="list-style-type: none"> ▸ Encarts avec les états de comptes ▸ Affiches ▸ Message sur les enveloppes
Canadian Tire Acceptance Ltd.	Welland, ON	E	▸ Inserts in credit card statements (1.5 million).
T. Eaton Co.	Toronto, ON	E	See regional evaluation.
The Bay	Toronto, ON	E	▸ Posters (custom size) in all stores (30,000 employees; 1.5 million customers).
Sears Canada Inc.	Toronto, ON	E	See regional evaluation.
Wal-Mart Canada	Toronto, ON	E	<ul style="list-style-type: none"> ▸ Inserts in payroll (260). ▸ Inserts in customer statements (1 million).
Maritime Telegraph & Telephone	Halifax, NS	E	<ul style="list-style-type: none"> ▸ Article in householder newsletter (circ. 350,000) ▸ Article in employee newsletter (circ. 3,500) ▸ Message on bills; e-mail to employees.
New Brunswick Telephone Company Ltd.	Saint John, NB	E	<ul style="list-style-type: none"> ▸ Article in employee newsletter; message on employee pay cheques; posters in offices. ▸ Postal slug in March & April (600,000)
Newfoundland Telephone Company Ltd.	St. John's, NFLD		<ul style="list-style-type: none"> ▸ Article in April employee newsletter (2,700) ▸ Inserts in bills (250,000)
Canada Safeway Ltd.	Calgary, AL	E	<ul style="list-style-type: none"> ▸ Logo painted on the sides of three semi-transporters (eight month period), prairie region only ▸ Logo on milk cartons (500,000) ▸ reminder cards at all cash registers in 220 stores for month before Census Day (30 million)
Manitoba Telephone System	Winnipeg, MAN	E	▸ Inserts in billing (240,000)
Sasktel	Regina, SK	E	▸ Inserts in statements (260,000)
Telus Corporation	Edmonton, AL	E	▸ inserts in statements (20,000)
BC Tel	Burnaby, BC	E	▸ Message on employees' electronic message board (14,000 hits)
Canadian Bankers Association	Toronto, ON	E	See regional evaluation.

APPENDIX/APPENDICE 6

CORPORATE SUPPORTERS - June 12, 1995

Company Name	Head Office	Lang	1996 Support
Atlantic (25)			
Air Labrador	St. John's, NFLD	E	<ul style="list-style-type: none"> • Flyers in seat pockets of all aircraft (500); • Sales rep to distribute literature to communities along Labrador coast.
Air Nova	Enfield, NS	E	<ul style="list-style-type: none"> • Article in employee newsletter, <i>Above and Beyond</i>; • Flyers in seat pockets of all aircraft (5,000).
Amalgamated Dairies Limited	Summerside, PEI	E	<ul style="list-style-type: none"> • Logo on one & two litre cartons going to 60% of PEI households (35,000); • Used milk cartons showing logo in TV ads.
Atlantic Lottery Corporation	Moncton, NB	E	<ul style="list-style-type: none"> • Article in April issue of <i>Luck</i> magazine (circ. 85,000); • Sent announcement/insert to 6,500 lottery retailers; • Article in weekly employee newsletter (420); • Posters in ticket sales outlets (4,500).
Atlantic Wholesalers	Dartmouth, NS	E	<ul style="list-style-type: none"> • Logo on sales flyers (1 million); • Logo in all newspaper ads for stores (Atlantic Superstores; Save-Easy, Food Master);
Baxter Food Limited	Saint John, NB	E	<ul style="list-style-type: none"> • Article in company newsletter to 500 employees; • Posters in 13 branch offices.
Boland's Limited (IGA)	Halifax, NS	E	<ul style="list-style-type: none"> • Posters in 55 stores; • Stuffers in grocery bags (60,000); logo in weekly catalogue (400,000); article in employee newsletter.
Central Dairies Limited	St. John's, NFLD	E	<ul style="list-style-type: none"> • Posters in Head Office and 4 regional offices.
Co-op Atlantic	Moncton, NB	E	<ul style="list-style-type: none"> • Article in employee newsletter; messages on bulletin boards; E-Mail message to all employees.
Day & Ross Trucking Limited	Hartland, NB	E	<ul style="list-style-type: none"> • 30 posters in building; • Inserts in employee pay checks.
Irving Oil Limited	Saint John, NB	E	<ul style="list-style-type: none"> • Message in employee pay checks.
Lewisporte Wholesalers (IGA)	Lewisporte, NFLD	E	<ul style="list-style-type: none"> • Logo in sales flyers (100,000).
Maritime Electric Company Limited	Charlottetown, PEI	E	<ul style="list-style-type: none"> • Message on bills (53,000 households & business); • Article in employee newsletter; posters on 20 bulletin boards in head & district offices.
McCain's Limited	Florenceville, NB	E	<ul style="list-style-type: none"> • Inserts in employee pay cheques; • Article in employee newsletter which goes to suppliers, customers (retailers) and government departments (12,000);
New Brunswick Power Corporation Ltd.	Fredericton, NB	E	<ul style="list-style-type: none"> • Article in <i>NB Power News</i> (circ. 1,800); posters in district offices; • Inserts in bills (300,000).
Newfoundland and Labrador Hydro	St. John's, NFLD	E	<ul style="list-style-type: none"> • Inserts in billing (34,000); • Article in employee newsletter.
Newfoundland Light and Power Corp.	St. John's, NFLD	E	<ul style="list-style-type: none"> • Inserts in billing (200,000); • Article in January newsletter <i>Tie Lines</i> (circ. 1,800)
Northumberland Cooperative Limited	Newcastle, NB	E	<ul style="list-style-type: none"> • Article in employee newsletter <i>North Post</i>; • Logo on side panel of milk cartons (all sizes) - goes to 40% of NB households.
Nova Scotia Power Corporation Limited	Halifax, NS	E	<ul style="list-style-type: none"> • Message in <i>Current News</i> (circ. 400,000 clients); • Article in employee newspaper <i>Links</i> (3,500)
M.F. Schurman Limited	Summerside, PEI	E	<ul style="list-style-type: none"> • Logo in newspaper ads (circ. 50,000); • Inserts in employee pay checks.

Company Name	Head Office	Lang	1996 Support
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Scotsburn Dairy Foods Limited	Scotsburn, NS	E	<ul style="list-style-type: none"> Article in company newsletter <i>Daily Dairy</i> (circ. 2,800 employees and shareholders)
Sobey's Incorporated	Stellarton, NS	E	<ul style="list-style-type: none"> Posters placed in store windows - approval from individual store managers, not from Head Office.
Quebec (36)			
Agropur	Granby	F	<p>Les employés (2 400)</p> <ul style="list-style-type: none"> Article et velox dans leur bulletin interne. Tirage : 7 000 (employés et retraités); affiches (50) sur les babillards. <p>Division: Natrel (1 200 employés):</p> <ul style="list-style-type: none"> Affiches et communiqués sur les babillards
Air Canada	St-Laurent	E	<p>Avec les employés (16 000)</p> <ul style="list-style-type: none"> Encarts avec la paye Message par bulletin électronique (à quelques reprises les jours précédant le Recensement de 1996.) Bulletin diffusé par message téléphonique Affiches dans les cafétérias Article dans le journal interne <i>L'Horizon</i> <p>Avec les employés retraités (13 000)</p> <ul style="list-style-type: none"> Encarts avec les chèques de pension des retraités Article dans le bulletin <i>L'Horizon</i> <p>Avec les clients (5 200)</p> <ul style="list-style-type: none"> Encarts avec les billets d'avion envoyés par la poste (première semaine de mai)
Alcan Aluminium limitée	Montréal	F	<ul style="list-style-type: none"> Article dans le bulletin des employés (avril 1996): <i>L'Atrium</i> Affiches dans les postes à café des employés et dans les halls d'accueil du siège social. (Montréal) Affiches à l'usine de Melocheville 12 000 employés
Avenor incorporée	Montréal	F	<ul style="list-style-type: none"> Affiches et communiqués aux employés (795 employés)
Bombardier incorporée	Montréal	F	<p>Avec les employés du siège social (50)</p> <ul style="list-style-type: none"> Encarts; affiches; communiqué remis à chaque employé <p>Canadair (8 600 employés au Canada)</p> <ul style="list-style-type: none"> 2 périodes d'effichage : l'effiche et plus tard l'encart placé sur l'effiche Article dans le bulletin interne <p>Groupe Matériel de Transport</p> <ul style="list-style-type: none"> Usines de St-Bruno et La Pocatière, au Québec (1 050 employés) <ul style="list-style-type: none"> Affiches Usine de Nelhaven, en Ontario (350 employés) <ul style="list-style-type: none"> Affiches et encarts avec la paye
Canadien National	Montréal	F	<p>Avec les employés (23 000)</p> <ul style="list-style-type: none"> Messages dans le courrier électronique à tous les employés (3 reprises) Les messages sont imprimés et placés sur les babillards pour permettre aux employés qui n'ont pas accès au courrier électronique de lire les informations. Article dans le bulletin interne.
Canadian Pacific Limited	Montréal	E	<p>C.P. Rail</p> <p>Avec les employés (20 000), les retraités et les clients (23 000)</p> <ul style="list-style-type: none"> Article et logo dans le bulletin interne; message dans le courrier électronique

Company Name	Head Office	Lang	1996 Support
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Canam Manac incorporée	Saint-Georges de Beauce	F	<p>Les Aciers Canam</p> <ul style="list-style-type: none"> • Encarts avec la paye (700) • Article dans le bulletin mensuel de l'entreprise. • Affiches • Message sur les enveloppes (à les clients) <p>Manac</p> <ul style="list-style-type: none"> • Encarts avec la paye (750); affiches (Québec)
Cascades incorporée	Kingsey Falls	F	<p>Lettre et affiches envoyées aux 71 établissements du Canada</p> <p>Avec les employés (5 500)</p> <ul style="list-style-type: none"> • Article dans le bulletin interne <i>Le Cascadeur</i> (Mai 1996) • Affiches sur tous les babillards réservés aux personnels (157)
Coopérative fédérée du Québec	Montréal	F	<p>La compagnie a accepté de:</p> <ul style="list-style-type: none"> • diffuser le logo et le message dans le bulletin interne des employés (3 000) et d'apposer des affiches dans les divers locaux. Le logo, le message et des articles seront aussi publiés dans le bulletin des membres (25 000); • diffuser des articles et le logo dans son bulletin <i>L'AGRICOOOP</i> (1 000).
Culinar incorporée	Montréal	F	<p>Avec les employés du siège social:</p> <ul style="list-style-type: none"> • Affiches; communiqués apposés au babillard • Trois divisions qui ont retourné leur bon de commande : <ul style="list-style-type: none"> • Encarts (160) • Affiches (41) • Calendrier (35)
Donohue incorporée	Québec	F	<ul style="list-style-type: none"> • Logo et message imprimé sur le talon du chèque de paye • Article dans le bulletin interne • Affiches (140) • 3 200 employés
Dominion Textiles Inc	Montréal	E	<p>Avec les employés du siège social (132)</p> <ul style="list-style-type: none"> • Affiches et communiqués apposés sur les babillards. <p>Dominium Industrial Fabric</p> <ul style="list-style-type: none"> • Encarts(10); affiches (22)
Dontar incorporée	Montréal	F	<p>La compagnie a accepté de distribuer un encart postal avec la paye des employés (8 000), d'apposer des affiches dans ses 25 établissements et de placer un article dans les babillards.</p>
Groupe Jean Coutu	Longueuil	F	<p>Les employés du siège social (700) et des franchises (9 000)</p> <ul style="list-style-type: none"> • Article dans le bulletin interne (Avril 96) • Affiches (225)
Le Groupe Rona-Dismat incorporée	Boucherville	F	<p>Avec les employés du siège social (300)</p> <ul style="list-style-type: none"> • Affiches; article dans le bulletin interne <p>Avec les employés des 550 points de vente (8000)</p> <ul style="list-style-type: none"> • Affiches; communiqué aux actionnaires
Groupe Transcontinental GTC limitée	Montréal	F	<p>Avec les employés :</p> <ul style="list-style-type: none"> • Encarts avec la paye (4 851); affiches (230); calendriers (117); article dans les bulletins internes; compteurs postal (5) <p>25 divisions ont retourné leur bon de command.</p>
Groupe Vidéotron	Montréal	F	<ul style="list-style-type: none"> • Affiches (1 600 employés)

Company Name	Head Office	Lang	1996 Support
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Imasco Limited	Montréal	E	<p>Communiqués remis aux 60 employés du siège social.</p> <p>Pharmaprix:</p> <ul style="list-style-type: none"> Encarts avec la paye (3500); affiches (270); logo imprimé sur le circulaire du mois de mai : tirage 1 200 000 <p>Imperial Tobacco:</p> <ul style="list-style-type: none"> Articles dans le bulletin d'employés (3600) <i>Le Feuillet</i> (Février 1996); message sur les enveloppes pour l'envoi postal du <i>Le Feuillet</i> (février et avril); affiches (35) <p>Shoppers Drug Mart</p> <ul style="list-style-type: none"> Encarts postaux avec la paye des employés (34 000); Logo dans le circulaire publicitaire du 13 mai. (8 millions de ménages : 18 400 000) <p>Canada Trust</p> <ul style="list-style-type: none"> Encarts avec la paye d'employés (13 700)
Ivaco Inc.	Montréal	E	<p>Avec les employés du siège social (60)</p> <ul style="list-style-type: none"> Encarts avec la paye; affiches; communiqués sur les babillards 5 divisions ont retourné leur bon de commande.
Lafarge Canada	Montréal	E	<ul style="list-style-type: none"> Encarts avec la paye (500); affiches (10)
Medis Health & Pharmaceutical Services Inc.	Kirkland	E	<p>Article dans le bulletin de l'entreprise <i>Média</i> (diffusé aux 1 200 employés, aux 800 retraités et aux clients qui se présentent dans les halls d'accueil de leurs bureaux)</p>
Multi-Markets incorporée	Montréal	F	<ul style="list-style-type: none"> Encarts avec la paye (4 260) Affiches (360) Autocollant de vitrage apposé sur les fenêtres des camions de livraison. 6 divisions ont complété un bon de commande.
Oteo Petroleum Group Inc.	Montréal	F	<p>Avec les employés du siège social (125)</p> <ul style="list-style-type: none"> Encarts avec la paye; communiqués avec la paye; affiches <p>Avec les employés des franchises (595)</p> <ul style="list-style-type: none"> Affiches (rejoignent aussi les clients : (impossible de quantifier) Communiqués aux employés
Power Corporation du Canada	Montréal	F	<p>Avec les employés du siège social (70)</p> <ul style="list-style-type: none"> Communiqués et affiches sur le babillard <p>La Presse</p> <ul style="list-style-type: none"> Encarts avec la paye (1 300 employés); affiches dans les 16 locaux de l'entreprise <p>Diffusion Power</p> <ul style="list-style-type: none"> Encarts avec la paye (520); affiches (37); communiqué remis aux employés
Pratt & Whitney Canada incorporée	Longueuil	F	<ul style="list-style-type: none"> Message inscrit sur écrans électroniques géants (7 800 employés)
Q I T Fer et Titane incorporée	Montréal	F	<p>Les employés (2 000):</p> <ul style="list-style-type: none"> Article dans le bulletin interne (avril); affiches dans les 15 établissements
Québecor incorporée	Montréal	F	<p>Groupe Quebecor Inc</p> <ul style="list-style-type: none"> Lettre et pochette promotionnelle envoyées aux 28 divisions 12 divisions ont retourné le bon de commande. <p>Avec les employés du siège social (90):</p> <ul style="list-style-type: none"> Affiches Communiqués remis aux employés Encarts avec la paye <p>Imprimeries Quebecor</p> <ul style="list-style-type: none"> Lettre et pochette promotionnelle envoyées aux 36 divisions 20 divisions ont retourné le bon de commande: <ul style="list-style-type: none"> Encarts (5592) Affiches (227) Calendriers (61) Compteur postal (2) <p>Avec les employés du siège social (200)</p> <ul style="list-style-type: none"> Affiches Communiqués remis aux employés Encarts avec la paye

Company Name	Head Office	Lang	1996 Support
Repap Entreprises Inc.	Montréal	E	<ul style="list-style-type: none"> Avec les employés (5 200) • Encarts avec la paye (4 820) • Affiches (167) • Feuilllets (4 236) • Communiqué à tous les employés • Articles et logo dans certains bulletins internes
Société en commandite (Gaz Métropolitain)	Montréal	F	<ul style="list-style-type: none"> Les employés (2000): • Encart postal avec la paye • Article dans <i>Réseau Plus</i> (bulletin distribué avec la paye) • Affiches sur les babillards réservés au personnel. <ul style="list-style-type: none"> Les clients (150 000) • Encarts postaux dans les états de compte (avril 1996)
U.A.P.incorporée	Montréal	F	<ul style="list-style-type: none"> • Encarts avec la paye (4 800) • Affiches (350) • logo et un message dans le bulletin interne des employés (5 000); dans le bulletin des administrateurs (400), et dans le bulletin des membres (32 000). • Douze bureaux régionaux de UPA ont contribué à la diffusion du message du recensement.
Ultramar Canada incorporée	Montréal	F	<ul style="list-style-type: none"> • Encarts avec les payes (900 employés) • Encarts avec les états de compte (150 000 clients) • Messages aux employés le 14 mai (courrier électronique)
Les Industries Westburne limitée	Montréal	F	<ul style="list-style-type: none"> La compagnie a accepté de distribuer (deux temps) un encart postal avec la paye des employés (4 200), ou autre mode de diffusion, et d'apposer des affiches dans ses établissements (360 succursales).
Ontario (42)			
Abitibi Price Incorporated	Toronto	E	<ul style="list-style-type: none"> • Iroquois Falls: posters, article & calendars (1,000) • Thunder Bay: payroll inserts, employee newsletter article, e-mail message, posters (1,380)
Algoma Steel Incorporated	Sault Ste Marie	E	See regional evaluation.
Ault Foods Limited	Etobicoke	E	See regional evaluation.
Beatrice Foods Incorporated	Etobicoke	E	See regional evaluation.
Chrysler Canada Limited	Windsor	E	<ul style="list-style-type: none"> • Message on pay stubs; articles in company & union newsletters including "photo op"; ran videos; tent cards in cafeterias (750,000)
Coles Bookstores Limited	Etobicoke	E	See regional evaluation.
DeHavilland Incorporated	Downsview	E	See regional evaluation.
Dofasco Incorporated	Hamilton	E	See regional evaluation.
Ford Motor Company of Canada Ltd.	Oakville	E	See regional evaluation.
General Electric Canada Incorporated	Mississauga	E	<ul style="list-style-type: none"> • Article in internal newsletter & posters (8,500 hits).
General Motors of Canada Limited	Oshawa	E	<ul style="list-style-type: none"> • Message on employee pay stubs; article in employee newsletter; 100 posters (150,000 hits).
IBM Canada Limited	Markham	E	See regional evaluation.
Inco Limited	Toronto	E	<ul style="list-style-type: none"> • article in employee newsletter; posters.
K-Mart Canada Limited	Brampton	E	See regional evaluation.
Kraft General Foods Canada Inc.	Don Mills	E	See regional evaluation.
L.G. Electronics Incorporated	Mississauga	E	See regional evaluation.
Lever	Toronto	E	See regional evaluation.

Company Name	Head Office	Lang	1996 Support
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McDonald's Restaurants of Canada Ltd	Toronto	E	See regional evaluation.
Metropolitan Toronto Board of Trade	Toronto	E	See regional evaluation.
Northern Telecom Limited	Mississauga	E	See Centralized Edit evaluation.
Ontario Hydro	Toronto	E	See regional evaluation.
Procter and Gamble Incorporated	North York	E	See regional evaluation.
Rogers Communication Incorporated	Toronto	E	► Message on customer statements (2.5 million).
Toyota Canada Incorporated	Scarborough	E	See regional evaluation.
Westinghouse Canada Incorporated	Hamilton	E	See regional evaluation.

Prairies (41)

Alberta Energy CorporationE	Calgary, AB	E	► Inserts in Yellowknife and Hay River bills (8,628)
Alberta Wheat PoolE	Calgary, AB	E	► Poster / calendar in all elevators ► Mention of census in <i>Wheat Pool Report</i>
Calgary Co-Operative Association Limited	Calgary, AB	E	► Inserts in newspaper flyers two weeks before Census Day (120,000) ► Posters, tent cards in 149 branches and 129 agencies (340,000)
Canadian Utilities Limited	Edmonton, AB	E	► Reminders in bills (400,000)
Centra Gas Manitoba Incorporated	Winnipeg, MB	E	► Inserts in client mailings (250,000)
Edmonton Telephone Corporation	Edmonton, AB	E	► Logo on phone books and in yellow pages (240,000 hits)
Federated Co-Operatives Limited	Saskatoon, SK	E	► Logo on weekly grocery flyers - all stores (600,000)
Husky Oil Limited	Calgary, AB	E	► Message in employee newsletter and tent cards on all pumps.
Manitoba Hydro-Electric Board	Winnipeg, MB	E	► Inserts in billing (240,000)
Manitoba Pool Elevators	Winnipeg, MB	E	► Calendars or posters in 150 elevators
Saskatchewan Power Corporation	Regina, SK	E	► Inserts in bills (600,000)
Saskatchewan Wheat Pool	Regina, SK	E	► Calendars and / or posters in elevators.
Transalta Utilities Corporation	Calgary, AB	E	► Logo on billings during April / May (200,000) ► Logo in employee newsletter
United Grain Growers Limited	Winnipeg, MB	E	► Place mats (100,000)
Westfair Foods Limited	Calgary, AB	E	► Logo on all flyers and ads for two weeks in May (1.4 million hits)
Wings Foods of Alberta Limited	Edmonton, AB	E	► Logo on sugar packets (14 million)

Pacific (27)

BC Gas Incorporated	Vancouver	E	► Article in employee newsletter (2,000)
B.C. Sugar Refinery Limited (Rogers Sugar)	Vancouver	E	► Logo on sugar packets (20 million) ► Inserts in employee pay (500)
British Columbia Packers	Richmond	E	► Message on employee pay (4,000 hits)
Charlwood Pacific Group	Vancouver	E	► Inserts to executive office staff (50)
Chevron Canada	Vancouver	E	► BC region of Chevron Included message on bulletin board and corporate memo to staff (450)

Company Name	Head Office	Lang	1996 Support
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Cominco Limited	Vancouver	E	► Article / logo in bulletin to current & retired staff (5,400)
Doman Industries	Duncan	E	► Inserts for staff (1,000)
Firring Limited	Vancouver	E	See regional evaluation.
Fletcher Challenge Canada	Vancouver	E	► Inserts in staff pay (3,500)
Graymont Limited	Vancouver	E	► Inserts in employee pay (425)
H. A. Simons Limited	Vancouver	E	► Inserts in staff mailing (1,500)
Ledcor Industries	Vancouver	E	See regional evaluation.
MacMillan Bloedel Limited	Vancouver	E	► Article in employee newsletter (13,000)
Northwood Pulp & Timber	Prince George	E	► Inserts in employee pay (2,500)
Placer Dome Incorporated	Vancouver	E	► Posters at headquarters (1000 hits)
Slocan Group	Richmond	E	► Inserts in employee pay (2,200)
TCG International Incorporated	Bumaby	E	► Message in employee newsletter and pay cheques (1,200 hits)
Teck Corporation	Vancouver	E	► Inserts in staff mailing (300)
Toiko Forest Products	Vancouver	E	► Inserts to staff (1,500)
UMA Group	Vancouver	E	► Posters & information sheets (1,680 hits)
Weldwood of Canada	Vancouver	E	See regional evaluation.
West Fraser Timber Company Ltd.	Vancouver	E	See regional evaluation.
Westcoast Energy	Vancouver	E	See regional evaluation.
Weyerhaeuser Canada	Vancouver	E	► Posters and message on pay forms (4,400)

APPENDIX/APPENDICE 7

Minister Responsible for
Statistics Canada



La même lettre a été envoyée aux
personnes figurant sur la présente
liste.

Ministre responsable de
Statistique Canada

SEP - 5 1996

Madame Louise Wendling
Directrice générale
Price Costco
3000, avenue Jacques-Bureau
Chomedey, Laval (Québec)
H7P 5P7

Madame,

Par la présente, je désire remercier Price Costco d'avoir accordé son appui au Recensement de 1996.

Le 14 mai dernier, Statistique Canada a demandé à la population canadienne de faire partie de la 18^e photo de famille prise depuis la Confédération. Comme le recensement constitue la plus importante source de données sur le Canada et ses habitants, il est essentiel que tous les gens comprennent bien sa raison d'être et qu'ils soient prêts à remplir le questionnaire. Je tiens donc à vous remercier de nous avoir aidés à accomplir cette énorme tâche.

Statistique Canada entreprend maintenant l'importante étape du traitement et de l'analyse des renseignements provenant de quelque 11 millions de ménages et 300 000 exploitations agricoles. Les premiers résultats du recensement doivent être diffusés au printemps de 1997.

J'aimerais de nouveau vous remercier de nous avoir aidés à promouvoir le Recensement de 1996.

Veuillez agréer, Madame, l'expression de mes sentiments les meilleurs.

John Manley

Minister Responsible for
Statistics Canada



Same letter sent to the attached list.

Ministre responsable de
Statistique Canada

SEP 11 1996

Mr. David Loeb
President
Western Canada Lottery Corporation
125 Garry Street
Winnipeg, Manitoba
R3C 4J1

Dear Mr. Loeb:

I would like to extend my appreciation to the Western Canada Lottery Corporation for its active support of the 1996 Census.

On May 14, Statistics Canada asked the country to pause for its 18th family portrait since Confederation. As the most important source of information about Canada and its residents, it is essential that everyone perceive the significance of the Census and be motivated to complete the questionnaire. I thank you for your efforts in helping us accomplish this enormous task.

Statistics Canada has now started the important job of processing and analysing the information received from over 11 million Canadian households and 300,000 farms. The first results of the Census are expected to be released in the Spring of 1997.

Again, many thanks for your assistance in promoting the 1996 Census.

Yours very truly,

A handwritten signature in black ink, appearing to read "John Manley".

John Manley

National Associations

1.0 Background

Associations were targeted separately from corporations because they represent a wider range of interest groups. In many instances, individual members look to their association as the main source of information about their community. This section of the evaluation deals with all associations that were approached for support, including those representing special groups. The section on Special Groups deals with those specific associations in more detail.

The approach taken in 1996 with national associations was more streamlined than in 1991. (232 associations were contacted in 1996, compared to 799 in 1991). This minimized the burden on the Chief Statistician's office and concentrated more on the support program at the regional level.

Overall, the response from national associations was positive but not enthusiastic. Despite using a process of being very selective about the associations chosen to be approached, the overall numbers show a less than 50% participation rate. While it is difficult to determine individual reasons for non-support, budgetary constraints emerged most commonly as the reason for an association's inability or unwillingness to contribute their resources to this program.

2.0 Planning Process

Researching of addresses began in early 1995. In April, 1995, Census Communications head office purchased the 1994-95 list of national associations from Micromedia Incorporated (Toronto). The approximate cost (based on 2,842 records) was \$700 based on the following selection criteria:

- ▶ individual membership over 2,000
- ▶ institutional membership over 100
- ▶ Association name (standard information)
- ▶ Name of Contact Person (standard information)
- ▶ Address / Postal Code (standard information)
- ▶ Phone Number (extra cost)
- ▶ Number of individual members (extra cost)

- ▶ Number of institutional members (extra cost)
- ▶ List sorted by Province
- ▶ Electronic format - 3½" diskettes, ASCII on DOS
- ▶ One hard copy

2.1 Development of Mailing List

Micromedia updates this list each August and at the time of its purchase, the list of associations was almost a year old. However, given the time-lines of the communications program, to purchase the 1993-94 list was too early and the 1995-96 list was too late. It was decided the available list, while not completely up-to-date, could provide a basis from which each region could develop its own list.

Once received in Ottawa, this list was edited by a communications officer, deleting obviously inappropriate listings such as duplications, political interest groups, etc. The list was then divided by province and distributed to each regional office to use in developing regional lists that would ultimately be returned to Ottawa for mailing. For this reason, the vetting process undertaken by head office was minimal. The list was of some use to regional offices, but most expressed dissatisfaction with the accuracy of information.

2.2 Mailing List - National Capital Region Associations

In the Ottawa office, selection of national associations headquartered in the National Capital Region was based on number of members (individual and institutional), public visibility, credibility, function, type of support in 1991 and type of support they could potentially offer in 1996. In other words, each organization was considered individually. For example, if an arbitrary cut-off point such as 500 institutional members were applied to the final selection process, many national organizations representing important sectors would have been excluded. (eg., One Voice Seniors Network, with 300 institutional members, would have been dropped even though it is one of the few national organizations representing seniors.)

3.0 Letters

Two sets of letters requesting support were sent out.

3.1 Chief Statistician

A letter from the Chief Statistician (Appendix 1) was sent to the lists submitted by the regions (excluding Quebec) and to high profile associations in Ottawa (Appendix 2). These letters were mailed August 31, 1995. Each regional office followed up with associations whose head offices were located in that region.

3.2 Census Manager

A letter, signed by the Census Manager on September 14, 1996, was sent to 76 organizations in the National Capital Region (Appendix 3). The Census Manager did not send letters to smaller associations in the regions. Those associations received letters from Regional Directors and are included in the individual regional reports.

Letters from the Census Manager differed from those from Chief Statistician in content. These letters indicated that a specific communications officer would be contacting the organization to discuss the promotion of the census (Appendix 4). This proved to be an effective method of follow-up for several reasons:

- It ensured that at least some discussion was held between Communications and the organization, even if it was a refusal;
- It enabled the communications officer to explain in more detail what the communications program was and what was being asked of the organization;
- Being a more assertive method of approach than waiting for a response, the person-to-person contact increased the likelihood of participation. In some cases, support would not have been forthcoming if it were not for employing this method. Letters were discarded or misplaced and it was the follow-up phone call that generated activity within the organization.

3.3 Thank-You Letters

Thank-you letters from the Chief Statistician and the Census Manager (Appendix 5) were sent in August, 1996 to supporting associations which originally received letters requesting their participation in the census. In addition, at the request of regional offices, letters were sent to specific associations which were not on the original list, but whose degree of participation in the census merited this level of recognition. Both the Ontario and Atlantic regional offices sent thank-you letters from the Regional Director to associations which originally received a letter requesting participation from the Chief Statistician.

4.0 Materials

In addition to generic items such as posters, bookmarks, static logos and coasters, a series of materials specifically designed to target associations for support were produced for use by all regions. They included newsletters, custom articles and fact sheets. Articles and fact sheets were also produced at the request of individual regional offices, then distributed to the others. (See section on Written Materials for a detailed list).

5.0 Support

The following chart shows the breakdown of letters sent to associations and the resulting support.

Source	Date Letters Sent	Number of Letters Sent	Number of Supporting Associations
From Chief Statistician	August 31, 1995	156	52
From Census Manager		76	53
TOTAL		232	105

NOTE: This table does not include information from Ontario region.

While the types of support from associations varied, the most common came in the form of articles in newsletters. Associations generally appreciated the availability of free, ready-to-use articles and logos. Many requests for customized articles were received from associations who felt that the census message had to be aimed directly at their membership to justify the organization's participation in a federal government program. Very few national associations ordered materials such as posters, bookmarks, etc.

Appendix 6 provides details on the support received from national associations which received a letter from the Chief Statistician. Appendix 7 provides details on the support received from associations in the National Capital Region which received a letter from the Census Manager.

5.1 Tracking Participation

Tracking the participation of associations was difficult for two reasons:

- ▶ National associations that do not produce newsletters often distributed information kits to their regional affiliates who produce their own publications. As a result, census communications could not control or monitor the involvement of these regional groups once the information had gone out;
- ▶ Staff changes. The communications officer responsible for the associations program left the position in Feb. and was not replaced. Files were distributed among staff already in place and the level of follow-up was inconsistent.

6.0 Challenges

There were several instances where the head office of the same association was contacted both nationally and regionally. This is unavoidable, given the decentralized nature of the communications program and is not necessarily undesirable - since support is often obtained at the regional level even when it is not obtained at the national level (and vice-versa). As long as national organizations are contacted, there will be some overlap at the regional level.

Most associations understood the importance of the census and were pleased to assist in its promotion. However, some preferred to sell us advertising space in their publications or to sell us mailing lists. This is due in part to the fact that in times of fiscal restraint, most of these publicly funded organizations have diminishing resources and cannot provide the kind of support we are requesting.

7.0 Recommendations

- The time-line for initial follow-up with groups must be investigated with an eye towards compression. The last groups reached had less time to use materials in newsletters, in particular, quarterly publications. This recommendation is somewhat compromised by the fact that many organizations do not give the concept of the census very serious consideration before January.
- Initial contact with potential supporters should begin in September to ensure all groups are reached in time to meet publication deadlines.
- The Ottawa office should contact all national associations. Regional offices should contact provincial associations and those national associations referred by the Ottawa office.
- Materials should be available by October or at the same time that follow-up with organizations begin.
- Establish a reporting procedure between regions and Head office regarding areas of potential overlap with supporting organizations.
- Establish a procedure for monitoring census activities of supporters, publications in particular.
- Six associations requested information in electronic format for use on their Internet sites. The trend towards electronic publication should be addressed in 2001.
- The following sources should be considered for use again in 2001:
 - Micromedia Ltd.- Main source for researching initial list of associations. This or alternate sources for purchasing up-to-date mailing lists of national associations should be investigated.
 - Health Canada - Health Promotions: Provided a directory of national organizations and associations involved in health promotion.

Alltour, Quebec - Provided labels (at cost) of travel agencies in Canada (sorted by postal codes within groups or chains). Mailed inserts (in the form of ticket stuffer) with information on "What to Do If You Are Away on May 14" to all agencies. Data base of 6,000 travel agencies.



Chief Statistician of Canada
Statistics Canada

Ottawa, Canada
K1A 0T6

Statisticien en chef du Canada
Statistique Canada

APPENDIX/APPENDICE 1

August 31, 1995

Mr. Terry Ohman
Executive Director
Alliance of Canadian Travel Associations
1929 Bank Street
Suite 201
Ottawa, Ontario
K1V 7Z5

Dear Mr. Ohman:

The next Census of Canada will take place on Tuesday, May 14, 1996. I am writing to enlist your support in a campaign to increase awareness of the 1996 Census and to encourage full public participation.

The information collected by the Census of Population and the concurrent Census of Agriculture provides an accurate portrait of the ever-changing face of Canadian society. It is important that all persons living in Canada understand the value of the Census and be motivated to complete a questionnaire. The support of the Alliance of Canadian Travel Associations in bringing the Census message to your members, your employees and the general public would be an important contribution to this objective. This support could include activities such as mail inserts, articles in newsletters or putting the Census logo on printed material.

.../2

Canada

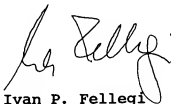


I would be most grateful if your organization would provide the name of a contact person with whom our communications staff could discuss various approaches for promoting the 1996 Census.

Should you wish further information, please feel free to contact Louise Lafond at 951-0627.

The active role played by many Canadian associations helped make the 1991 Census a success. I hope that we can count on your support in 1996.

Yours sincerely,

A handwritten signature in dark ink, appearing to read 'Ivan P. Fellegi'. The signature is fluid and cursive, with the first name 'Ivan' and last name 'Fellegi' clearly distinguishable.

Ivan P. Fellegi



Chief Statistician of Canada
Statistics Canada

Statisticien en chef du Canada
Statistique Canada

Ottawa, Canada
K1A 0T6

Le 31 août 1995

Madame Louise Pelletier
Directrice exécutive
Association des transports du Canada
2323, boulevard St. Laurent
Ottawa (Ontario)
K1G 4K6

Madame,

Le prochain recensement du Canada aura lieu le mardi 14 mai 1996. Par la présente, je désire solliciter votre appui à une campagne visant à sensibiliser les gens à l'importance du Recensement de 1996 et à encourager la participation de toute la population.

Les renseignements recueillis dans le cadre du Recensement de la population et du Recensement parallèle de l'agriculture nous permettent de faire le portrait actuel de la société canadienne, laquelle est en constante évolution. Il importe que tous les gens vivant au Canada comprennent l'importance du recensement et qu'ils soient intéressés à remplir le questionnaire. En communiquant le message du recensement à vos membres, à vos employés et au public, l'Association des transports du Canada contribuerait de façon remarquable à l'atteinte de cet objectif. Cet appui pourrait prendre la forme d'encarts postaux, d'articles dans les bulletins d'information ou de l'ajout du logo du recensement sur des documents imprimés.

.../2

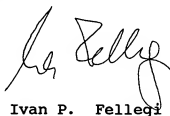
Canada



Si vous désirez obtenir plus d'information, n'hésitez pas à communiquer avec Louise Lafond au 951-0627.

Le rôle joué par de nombreuses associations canadiennes lors du Recensement de 1991 a permis d'en faire une réussite. J'espère que nous pourrons compter sur votre appui pour assurer le succès du Recensement de 1996.

Veuillez agréer, Madame, l'expression de mes sentiments les meilleurs.

A handwritten signature in dark ink, appearing to read 'Ivan P. Fellegi'. The signature is fluid and cursive, with the first name 'Ivan' and last name 'Fellegi' clearly distinguishable.

Ivan P. Fellegi

APPENDIX /APPENDICE 2

LETTERS SENT TO NATIONAL ASSOCIATIONS FROM THE CHIEF STATISTICIAN 1995

Association Name	Head Office	Association Name	Head Office
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Atlantic (37)			
Association of Registered Nurses of Newfoundland	St. John's, NF	Royal Canadian Legion, Newfoundland and Labrador Command	St. John's, NF
Atlantic Provinces Chamber of Commerce	Moncton, NB	St. John's Board of Trade	St. John's, NF
Atlantic Provinces Economic Council	Halifax, NS	Credit Union of Central Nova Scotia	Halifax, NS
CAA Maritimes Limited	Saint John, NB	Federation of Senior Citizens & Pensioners of Nova Scotia	Sydney, NS
Canadian Association of Business Education Teachers	Riverview, NB	Heart and Stroke Foundation of Nova Scotia	Halifax, NS
The Newfoundland Fishermen, Food and Allied Workers	St. John's, NF	Metro United Way	Halifax, NS
New Brunswick Council of Labour	Fredericton, NB	Nova Scotia Federation of Labour	Halifax, NS
New Brunswick Federation of Home and School Associations	Scoudouc, NB	Nova Scotia Government Employees Union	Dartmouth, NS
New Brunswick Nurses' Union	Fredericton, NB	Nova Scotia Nurses' Union	Dartmouth, NS
New Brunswick Public Employees Association	Fredericton, NB	Nova Scotia Teachers' Union	Halifax, NS
New Brunswick Teachers' Association	Fredericton, NB	Registered Nurses' Association of Nova Scotia	Dartmouth, NS
New Brunswick Teachers' Federation	Fredericton, NB	Greater Charlottetown Area Chamber of Commerce	Charlottetown, PEI
New Brunswick Women's Institute	Fredericton, NB	Prince Edward Island Union of Public Sector Employees	Charlottetown, PEI
Nurses' Association of New Brunswick	Fredericton, NB	Prince Edward Island Women's Institute	Charlottetown, PEI
Newfoundland Association of Public Employees	St. John's, NF	Société des Acadiens et Acadiennes Nouveau-Brunswick	Petit-Rocher, (NB)
Newfoundland/Labrador Nurses' Union	St. John's, NF	Société nationale de l'Acadie	Dieppe, (NB)
Newfoundland/Labrador Federation of Municipalities	St. John's, NF	Fédération acadienne de la Nouvelle-Écosse	Halifax (NS)
Newfoundland/Labrador Federation of Labour	St. John's, NF	Société St-Thomas d'Aquin	Summerside (PEI)
Newfoundland/Labrador Teacher's Association	St. John's, NF		
Quebec (0)			
NONE No associations received letters from the Chief Statistician. All associations in Quebec were contacted regionally by the Montreal office (except those situated in the Outaouais, which were contacted by the Ottawa Office).			
Ontario (19)			
Anglican Church of Canada	Toronto	Girl Guides of Canada	Toronto
Association of Canadian Advertisers Inc.	Toronto	Mennonite Conference of Eastern Canada	Kitchener
Association of Canadian Publishers	Toronto	Older Adult Centres' Association of Ontario	North York
Canadian Advertising Foundation	Toronto	Ontario Confederation of University Faculty Associations	Toronto
Canadian Association for Community Living	Downsview	Presbyterian Church in Canada	North York

Association Name	Head Office	Association Name	Head Office
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Canadian Association of Retired Persons	Toronto	Retail Council of Canada	Toronto
Canadian Federation of Independent Business	Willowdale	Retail Merchants Association of Canada - Ontario	Scarborough
Canadian Magazine Publishers Association	Toronto	United Church of Canada	Etobicoke
Canadian Retail Hardware Association	Mississauga	World Literacy of Canada	Toronto
The College of Family Physicians of Canada	Mississauga		

National Capital Region (20)

Alliance of Canadian Travel Associations	Ottawa	Canadian Ethno-Cultural Council	Ottawa
Association of Canadian Clubs	Ottawa	Canadian Federation of Labour	Ottawa
Association of Canadian Community Colleges	Ottawa	Canadian Healthcare Association	Ottawa
Association des transports du Canada	Ottawa	Canadian Labour Congress	Ottawa
Canada Safety Council	Ottawa	Canadian Police Association	Ottawa
Canadian Association of Chiefs of Police	Ottawa	Federation of Canadian Municipalities	Ottawa
Canadian Automobile Association	Ottawa	Royal Canadian Geographical Society	Ottawa
Canadian Bar Association	Ottawa	Royal Canadian Legion	Ottawa
Canadian Chamber of Commerce	Ottawa	Tourism Industry of Canada	Ottawa
Canadian Council on Social Development	Ottawa	United Nations Association in Canada	Ottawa

Prairies (47)

Canadian Association of Petroleum Producers	Calgary	Canadian Health Care Guild	Edmonton
Trout Unlimited Canada	Calgary	Catholic Women's League of Canada	Winnipeg, MB
Canadian Business Travel Association	Calgary	Fertilizers and Chemical Dealers Association	Winnipeg, MB
Canadian Society of Petroleum Geologists	Calgary	First Nations Confederacy	Winnipeg
Canadian Gas Processors Supplier	Calgary	Global Hunger and Development Appeal	Winnipeg, MB
Canadian Association of Oilwell Drill Contractors	Calgary	Girl Guides of Canada	Winnipeg, MB
Canadian Bar Association, Alberta Branch	Calgary	Hostelling International - Canada (Northern Alberta)	Edmonton
World Organization of Building Officials	Calgary	Lutheran Church of Canada	Winnipeg, MB
Canadian Craft and Hobby Association	Calgary	National Energy Conservation Association	Winnipeg
Alliance of Canadian Travel Associations, Alberta Branch	Calgary	Spina Bifida Association of Canada	Winnipeg
Canadian Rodeo Historical Association	Calgary	Ukrainian Fraternal Society of Canada	Winnipeg
Alpine Club of Canada	Canmore, AB	Ukrainian Orthodox Church of Canada	Winnipeg
International Reading Association, Alberta Branch	Taber, AB	Scouts Canada, Western Prairie Office	Edmonton
PRIDE Canada	Saskatoon	Canadian Figure Skating Association Alberta and Northwest Territories Section	Edmonton
Chemical Institute of Canada, North Saskatchewan	Saskatoon	National Firearms Association	Edmonton
Ukrainian Canadian Congress	Saskatoon	Insurance Bureau of Canada, Prairies and Northwest Territories Regional Office	Edmonton

Association Name	Head Office	Association Name	Head Office
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Navy League of Canada	Saskatoon	Canadian Ball Hockey Association	Edmonton
Canadian Paraplegic Association, CPA Saskatchewan	Saskatoon	Canadian Association of Exhibitions	Edmonton
Canadian Life Insurance Medical Officers	Regina	Multiple Sclerosis Society of Canada, Alberta Division	Edmonton
Canadian Taxpayers Association	Regina	Canadian Payroll Association	Calgary
Canadian Public Works Association	Melfort, SK	International Training in Communication, Glacier Region	Calgary
Council of Canadians with Disabilities	Winnipeg	Canadian Society of Traditional Music	Calgary
Appraisal Institute of Canada	Winnipeg	Canadian Petroleum Law Foundation	Calgary
National Council of Jewish Women of Canada	Winnipeg		
Pacific (33)			
British Columbia Trucking Association	Port Coquitlam	British Columbia Principals and Vice Principals Association	Vancouver
British Columbia Motels, Campgrounds Resorts Association	Port Moody	Vancouver Multicultural Society of British Columbia	Vancouver
British Columbia Block Parent Program	Surrey	Girl Guides of Canada	Vancouver
Pitch-In Canada	White Rock	Certified General Accountants of British Columbia	Vancouver
Scouts Canada, British Columbia-Yukon Provincial Council	Burnaby	Retail Merchants Association of British Columbia	Vancouver
British Columbia Federation of Labour	Burnaby	College of Pharmacists of British Columbia	Vancouver
British Columbia Automobile Association	Burnaby	College of Physicians and Surgeons of British Columbia	Vancouver
British Columbia Library Association	Burnaby	Registered Nurses' Association of British Columbia	Vancouver
British Columbia Teachers' Federation	Vancouver	Union of British Columbia Municipalities	Richmond
United Chinese Community Enrichment Services	Vancouver	British Columbia and Yukon Hotels Association	Vancouver
Urban Development Institute of Canada	Vancouver	College of Dental Hygienists of British Columbia	Victoria
Public Relations Society of British Columbia	Vancouver	College of Dental Surgeons of British Columbia	Vancouver
Vancouver Board of Trade	Vancouver	Tourism Industry Association of Yukon	Whitehorse, YK
British Columbia Real Estate Association	Vancouver	Confederation of Canadian Unions	Gold River, BC
Business Council of British Columbia	Vancouver	Canadian Federation of Students	Vancouver
Certified General Accountants of Canada	Vancouver	Yukon Federation of Labour	Whitehorse, YK
Fédération des Francophones de la Colombie-Britannique	Vancouver		

APPENDIX/APPENDICE 3

LETTERS SENT TO NATIONAL ASSOCIATIONS FROM THE 1996 CENSUS MANAGER
(SEPTEMBER 14, 1995)

National Capital Region only (76)

Air Force Association of Canada	Canadian Independent Telephone Association
American Marketing Association	Canadian Institute of Planners
Army, Navy, Air Force Veterans	Canadian Junior Chamber
Automotive Industries Association of Canada	Canadian Library Association
Brotherhood of Maintenance of Way Employees	Canadian Merchant Service Guild
Building and Construction Trades Department (AFL/CIO)	Canadian Medical Association
Canadian Association on Gerontology	Canadian Nurses Association
Can. Assoc. of Immersion Teachers	Canadian Paraplegic Association
Canadian Association of Medical Radiation Technologists	Canadian Parents for French
Canadian Association of Optometrists	Canadian Pharmaceutical Association
Canadian Association of Principals	Can. Postmasters and Assistants Assoc.
Canadian Association of University Teachers	Canadian Psychiatric Association
Canadian Bureau for International Education	Canadian Real Estate Association
Canadian College of Health Service Executives	Canadian Red Cross Society
Canadian Construction Association	Canadian School Boards Association
Canadian Council for Multicultural and Intercultural Education	Canadian Sport and Fitness Administration Centre
Canadian Council of Professional Engineers	Canadian Union of Postal Workers
Canadian Council of Technicians and Technologists	Canadian Union of Public Employees
Canadian Council of the Blind	Collective Plasterers' and Cement Masons International Association of the U.S. and Canada, Canadian Section
Canadian Dental Association	Communication, Energy and Paperworkers Union of Canada
Canadian Dental Hygienists' Assoc.	Consumer's Association of Canada
Can. Federation of Business and Professional Women's Clubs	The Council of Canadians
Canadian Federation of Ethno-Business and Professionals	Family Service Canada
Canadian Federation of University Women	Federated Superannuates National Association
Canadian Hard of Hearing Association	Food Institute of Canada
Canadian Home Builders Association	International Brotherhood of Locomotive Engineers, Canadian Section
Canadian Home Economics Assoc.	Labourers' International Union of North America, Canadian Office

Canadian Home and School Parent-Teacher Federation	Movement for Canadian Literacy
National Association of Canadians of Origins India	RCMP Veterans' Association
National Association of Cultural Education Centre	Royal College of Physicians and Surgeons of Canada
National Congress of Italian Canadians	Scouts Canada
National Federation of Nurses Unions	Social Sciences Employees Assoc.
National Federation of Pakistani Canadians	Society for Educational Visits and Exchanges in Canada
National Union of Public and General Employees	SOS Childrens' Villages of Canada
One Voce Seniors Network Canada	United Transportation Union
Printing, Publishing and Media Workers Sector of the Communications Workers of America	Union of Canadian Transport Employees
Professional Association of Foreign Service Officers	Victorian Order of Nurses for Canada
Professional Institute of the Public Service of Canada	Public Service Alliance of Canada



September 14, 1995

Mr. Glenn Morrison
Director General
National Association on Cultural Education Centre
500-191, Promenade du Portage
Hull, Québec
J8Y 2K6

Dear Mr. Morrison:

The next Census of Canada will take place on Tuesday, May 14, 1996. I am writing to enlist your support in a campaign to increase awareness of the 1996 Census and to encourage full public participation.

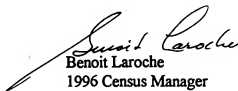
The information collected by the Census of Population and the concurrent Census of Agriculture provides an accurate portrait of the ever-changing face of Canadian society. It is important that all persons living in Canada understand the value of the Census and be motivated to complete a questionnaire. The support of the National Association on Cultural Education Centre in bringing the Census message to your members, your employees and the general public would be an important contribution to this objective. This support could include activities such as mail inserts, articles in newsletters or putting the Census logo on printed material.

Louise Lafond, of Census Communications, will be contacting your office within the next few weeks to discuss various approaches for promoting the 1996 Census. Should you wish further information, please feel free to contact Louise at (613) 951-0627.

.../2

The active role played by many Canadian associations helped make the 1991 Census a success. I hope that we can count on your support in 1996.

Yours sincerely,

A handwritten signature in cursive script, reading "Benoit Laroche". The signature is written in dark ink and is positioned above the printed name and title.

Benoit Laroche
1996 Census Manager



Le 14 septembre 1995

Monsieur Robert Desfonds
Président
Union canadienne des employés des transports
233, rue Gilmour, bureau 702
Ottawa (Ontario)
K2P 0P2

Monsieur,

Le prochain recensement du Canada aura lieu le mardi 14 mai 1996. Par la présente, je désire solliciter votre appui à une campagne visant à sensibiliser les gens à l'importance du Recensement de 1996 et à encourager la participation de toute la population.

Les renseignements recueillis dans le cadre du Recensement de la population et du Recensement parallèle de l'agriculture nous permettent de faire le portrait actuel de la société canadienne, laquelle est en constante évolution. Il importe que tous les gens vivant au Canada comprennent l'importance du recensement et qu'ils soient intéressés à remplir le questionnaire. En communiquant le message du recensement à vos membres, à vos employés et au public, l'Union canadienne des employés des transports contribuerait de façon remarquable à l'atteinte de cet objectif. Cet appui pourrait prendre la forme d'encarts postaux, d'articles dans les bulletins d'information ou de l'ajout du logo du recensement sur des documents imprimés.

Louise Lafond, des Communications du recensement, communiquera avec votre bureau au cours des prochaines semaines afin de discuter des moyens à prendre pour promouvoir le Recensement de 1996. Si vous désirez obtenir de plus amples renseignements, n'hésitez pas à communiquer avec Louise au (613) 951-0627.

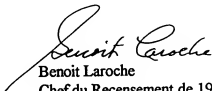
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Canada



Le rôle joué par de nombreuses associations canadiennes lors du Recensement de 1991 a permis d'en faire une réussite. J'espère que nous pourrons compter sur votre appui pour assurer le succès du Recensement de 1996.

Veuillez agréer, Monsieur, l'expression de mes sentiments les meilleurs.



Benoit Laroche
Chef du Recensement de 1996

APPENDIX/APPENDICE 5

Same letter sent to the attached list.



Chief Statistician of Canada
Statistics Canada

Statisticien en chef du Canada
Statistique Canada

Ottawa, Canada
K1A 0T6

August 23, 1996

Mr. Terry Ohman
Executive Director
Alliance of Canadian Travel Associations
1929 Bank Street
Suite 201
Ottawa, Ontario
K1V 7Z5

Dear Mr. Ohman:

I would like to extend my appreciation to the Alliance of Canadian Travel Associations for its active support of the 1996 Census.

On May 14, Statistics Canada asked the country to pause for its 18th family portrait since Confederation. As the most important source of information about Canada and its residents, it is essential that everyone perceive the significance of the Census and be motivated to complete the questionnaire. I thank you for your efforts in helping us accomplish this enormous task.

Statistics Canada has now started the important job of processing and analysing the information received from over 11 million Canadian households and 300,000 farms. The first results of the Census are expected to be released in the Spring of 1997.

Again, many thanks for your assistance in promoting the 1996 Census.

Yours sincerely
ORIGINAL SIGNED BY
ORIGINAL SIGNÉ PAR
IVAN P. FELLEGI

Ivan P. Fellegi

Canada





Chief Statistician of Canada
Statistics Canada

Ottawa, Canada
K1A 0T6

Statisticien en chef du Canada
Statistique Canada

La même lettre a été envoyée aux
personnes figurant sur la présente
liste.

Le 23 août 1996

Madame Suzanne Hurtubise
Sous-ministre du Patrimoine canadien
Les Terrasses de la Chaudière
Pièce 12A14
25, rue Eddy
Hull (Québec)
K1A 0M5

Madame,

Par la présente, je désire remercier le
ministère du Patrimoine canadien d'avoir accordé son
appui au Recensement de 1996.

Le 14 mai dernier, Statistique Canada a
demandé à la population canadienne de faire partie de
la 18e photo de famille prise depuis la Confédération.
Comme le recensement constitue la plus importante
source de données sur le Canada et ses habitants, il
est essentiel que tous les gens comprennent bien sa
raison d'être et qu'ils soient prêts à remplir le
questionnaire. Je tiens donc à vous remercier de nous
avoir aidés à accomplir cette énorme tâche.

Statistique Canada entreprend maintenant
l'importante étape du traitement et de l'analyse des
renseignements provenant de quelque 11 millions de
ménages et 300 000 exploitations agricoles. Les
premiers résultats du recensement doivent être diffusés
au printemps de 1997.

J'aimerais de nouveau vous remercier de nous
avoir aidés à promouvoir le Recensement de 1996.

.../2

Canada



- 2 -

Veillez agréer, Madame, l'expression de mes
sentiments les meilleurs.

ORIGINAL SIGNED BY
ORIGINAL SIGNÉ PAR
IVAN P. FELLEGI

Ivan P. Fellegi



Statistics
Canada Statistique
Canada

Ottawa, Canada
K1A 0T6

Same letter sent to the attached list.

August 23, 1996

Mr. William J. Toppeta
President and Chief Executive Officer
Metropolitan Life Insurance Company
99 Bank Street
Ottawa, Ontario
K1P 5A3

Dear Mr. Toppeta:

On behalf of Statistics Canada, I would like to extend my appreciation for your support of the 1996 Census.

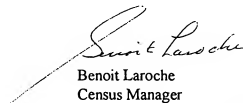
The participation of the Metropolitan Life Insurance Company in promoting the Census contributed significantly towards informing the public that the Census was being held and that it was important to participate.

Statistics Canada has now started the important job of processing and analysing the information received from over 11 million Canadian households and 300,000 farms. The first results of the Census are expected to be released in the Spring of 1997.

As Canada begins planning for the next century, there is no doubt that the data from the 1996 Census will form the basis of many important decisions that will affect us all.

Again, many thanks for your cooperation.

Yours sincerely,



Benoit Laroche
Census Manager

Canada





Statistics
Canada

Statistique
Canada

Ottawa, Canada
K1A 0T6

La même lettre a été envoyée aux
personnes figurant sur la présente
liste.

Le 23 août, 1996

Monsieur Jean-Claude Bouchard
Président
La Coopérative de crédit du service civil limitée
400, rue Albert
Ottawa (Ontario)
K1R 5B2

Monsieur,

Au nom de Statistique Canada, je désire vous remercier de votre
collaboration à l'occasion du Recensement de 1996.

En effet, l'appui de La Coopérative de crédit du service civil limitée
a largement contribué à faire connaître à l'ensemble de la population la tenue du
recensement et l'importance d'y participer.

Statistique Canada entreprend maintenant l'importante étape du
traitement et de l'analyse des renseignements provenant de quelque 11 millions de
ménages et 300 000 exploitations agricoles. Les premiers résultats du recensement
seront diffusés dès le printemps de 1997.

Comme le Canada planifie déjà son avenir à la venue du prochain
siècle, il n'y a aucun doute que les données du Recensement de 1996 serviront de
fondement à d'importantes décisions dont la portée touchera chacun de nous.

J'aimerais de nouveau vous remercier de nous avoir aidés à
promouvoir le Recensement de 1996.

Veuillez agréer, Monsieur, l'expression de mes sentiments les
meilleurs.


Benoit Laroche
Chef du Recensement de 1996

Canada



APPENDIX/APPENDICE 6

SUPPORTING NATIONAL ASSOCIATIONS (LETTERS FROM THE CHIEF STATISTICIAN)

Association Name	Head Office	Lang	1996 Support
Association of Registered Nurses of Newfoundland	St. John's, NF	E	One page insert in February issue of newsletter (6,000); posters, tent cards & bookmarks.
Atlantic Provinces Economic Council	Halifax, NS	E	Article in 2 separate newsletters (1,000 businesses, government departments, libraries, etc.)
The Newfoundland Fishermen, Food and Allied Workers	St. John's, NF	E	<ul style="list-style-type: none"> Articles in bi-monthly newsletter (800 municipalities) Article in semi-annual The Union Advocate (17,000 members)
Atlantic Provinces Chamber of Commerce	Moncton, NB	E	<ul style="list-style-type: none"> Included fact sheets in April mail-out to members (1,000)
New Brunswick Nurses' Union	Fredericton, NB	E	Article in <i>Into Nursing</i> (9,000)
New Brunswick Teachers' Federation	Fredericton, NB	E	Article in <i>NB Teachers Federation News</i> (8,000)
Newfoundland Association of Public Employees	St. John's, NF	E	Article in staff newsletter (circ. 20,000)
Newfoundland/Labrador Federation of Municipalities	St. John's, NF	E	<ul style="list-style-type: none"> Resolution read at annual conference One-page insert in 700 information kits to delegates Article in newsletter (300 municipalities)
Newfoundland/Labrador Federation of Labour	St. John's, NF	E	Article in newsletter (500)
Newfoundland/Labrador Teacher's Association	St. John's, NF	E	Articles in bulletin (5,000 teachers)
St. John's Board of Trade	St. John's, NF	E	Article in monthly magazine to members (11,000)
Nova Scotia Government Employees Union	Dartmouth, NS	E	Article in newsletter (15,000)
Nova Scotia Teachers' Union	Halifax, NS	E	Article and announcement of TeachesKit in <i>The Teacher</i> (16,500)
Registered Nurses' Association of Nova Scotia	Dartmouth, NS	E	Article in quarterly newsletter (1,000)
Greeter Charlottetown Area Chamber of Commerce	Charlottetown, PEI	E	Article in <i>Chamber Business</i>
Société des Acadiens et Acadiennes Nouveau-Brunswick	Petit-Rocher, (NB)	F	<ul style="list-style-type: none"> Census logo on FAX headers. Testimonial
Société nationale de l'Acadie	Dieppe, (NB)	F	<ul style="list-style-type: none"> Testimonial Distributed 100 information kits to member associations
Fédération acadienne de la Nouvelle-Écosse	Halifax (NS)	F	Testimonial
Alliance of Canadian Travel Associations	Ottawa	E	Provided contact with ALLTOUR to provide mailing labels for 6,000 travel agencies; Inserts were mailed and used widely by the agencies.
Association of Canadian Community Colleges	Ottawa	E	<ul style="list-style-type: none"> Message in <i>College Canada</i> (circ. 12,000)
Association des transports du Canada	Ottawa	F	<ul style="list-style-type: none"> Article in Spring issue of <i>TAC News/Les Nouvelles de TAC</i> (500 institutions)
Canadian Association of Chiefs of Police	Ottawa	E	<ul style="list-style-type: none"> Articles in Nov., Feb., and March issues of newsletter (300 active, 800 associate chiefs)
Canadian Council on Social Development	Ottawa	E	<ul style="list-style-type: none"> Message in publications: <i>Perception</i> (2,900); <i>Insight</i> (900); <i>Vis à Vis</i> (15,000)
Canadian Ethno-Cultural Council	Ottawa	E	<ul style="list-style-type: none"> Provided lists of 39 member ethnic associations across Canada

Association Name	Head Office	Lang	1996 Support
Canadian Healthcare Association	Ottawa	E	<ul style="list-style-type: none"> Article in <i>Leadership</i> (6,500) Distributed information kits to 11 provincial affiliates
Canadian Labour Congress	Ottawa	E	<ul style="list-style-type: none"> Distributed fact sheet to 10,000 locals for posting on member bulletin boards (2.2 million members)
Canadian Police Association	Ottawa	E	<ul style="list-style-type: none"> Article in <i>L'Express</i> (35,000 members; 350 associations); article in <i>Weekly Update</i> (12 provincial offices); message in <i>CPA News</i> (350 associations)
Federation of Canadian Municipalities	Ottawa	E	<ul style="list-style-type: none"> Article in bi-monthly newsletter <i>Forum</i> (600)
Royal Canadian Geographical Society	Ottawa	E	<ul style="list-style-type: none"> Provided them with information kit and articles for magazine <i>Canadian Geographic</i> (230,000)
Royal Canadian Legion	Ottawa	E	<ul style="list-style-type: none"> Insert in mail-out to branches (2,200) Article in <i>Legion Magazine</i> (575,000)
Tourism Industry of Canada	Ottawa	E	<ul style="list-style-type: none"> Article in newsletter (450)
British Columbia Automobile Association	Burnaby	E	<ul style="list-style-type: none"> Newsletter and magazine articles (473,300) Service centres used posters (25,500) Motoring Division used window decals (31,500)
British Columbia and Yukon Hotels Association	Vancouver	E	<ul style="list-style-type: none"> Articles in newsletter and magazine (473,300) Display materials for members (305,550)
British Columbia Motels, Campgrounds Resorts Association	Port Moody	E	<ul style="list-style-type: none"> Articles in newsletters (1,000)
British Columbia Real Estate Association	Vancouver	E	<ul style="list-style-type: none"> Article and logo in newsletter (64,000) Vancouver offices used bookmarks, posters, tent cards (1,460)
British Columbia Teachers' Federation	Vancouver	E	<ul style="list-style-type: none"> Article in April newsletter, posters, tent cards (60,000)
Certified General Accountants of Canada	Vancouver	E	<ul style="list-style-type: none"> Article and ad in <i>CGA Magazine</i> (200,000)
College of Dental Hygienists of British Columbia	Victoria	E	<ul style="list-style-type: none"> Article in newsletter (3,500)
Girl Guides of Canada	Vancouver	E	<ul style="list-style-type: none"> Yukon: used CIS, place mats, Teachers Kits (1,040)
Scouts Canada, British Columbia-Yukon Provincial Council	Burnaby	E	<ul style="list-style-type: none"> Yukon Branch: inserts, tent cards, bookmarks, calendars, place mats (2,300) Island Region: articles, posters, tent cards, bookmarks, inserts, activity sheets, stickers (4,750) Northern BC: posters, calendars, articles (7,180) Burnaby Region: articles, inserts, activity sheets (1,520) Scouts Francophone de la C-B: bookmarks, poster, tent cards, placemats (4,450) Interior Region: bookmarks, inserts and display materials (9,970)
Tourism Industry Association of Yukon	Whitehorse, YK	E	<ul style="list-style-type: none"> Article in newsletter, blotter, CIS, poster (500)
Vancouver Multicultural Society of British Columbia	Vancouver	E	<ul style="list-style-type: none"> Large print questions, teachers kits, multilingual materials, tri-language poster, information sheets and census questions (26,150) S. Strutt used inserts, posters, bookmarks, decals, CIS, PPR newsletter, diskette and ethnic materials (1,805)

APPENDIX/APPENDICE 7

PARTICIPATING NATIONAL ASSOCIATIONS (LETTERS FROM THE 1996 CENSUS MANAGER, SEPTEMBER 14, 1995)

NOTE: Many of the associations listed here participated on a regional, rather than national, level. See regional reports.

ASSOCIATION NAME	1996 SUPPORT
American Marketing Association	<ul style="list-style-type: none"> Sent kit with logo, general article and fact sheets to Canadian Chapter president. Wanted to distribute logo to members for posting.
Can. Assoc. of Immersion Teachers	<ul style="list-style-type: none"> Used article and teachers Kit for Feb/March issue of journal. Provided list of resource teachers/coordinators 13 teachers' kits sent to teachers who passed them on to primary and secondary schools
Canadian Association of Optometrists	<ul style="list-style-type: none"> Sent information kit
Canadian Association of Principals	<ul style="list-style-type: none"> Used logo and article for Fall issue of <i>CAP Info</i> newsletter (16,000 principals across Canada)
Canadian Council for Multicultural and Intercultural Education	<ul style="list-style-type: none"> No publications. Used information kits to distribute to meeting of provincial offices in January, inviting them to use the material in their pubs. 800 individual members; 14 institutional
Can. Council of Professional Engineers	<ul style="list-style-type: none"> Used article in both national newsletters Distributed information kits to provincial offices for use in regional newsletters.
Can. Council of Technicians and Technologists	<ul style="list-style-type: none"> Requested 11 kits for distribution to provincial offices for publications (37,000 members)
Canadian Council of the Blind	<ul style="list-style-type: none"> Sent information on diskette, in large font to use in national newsletter (4,000 members)
Canadian Dental Association	<ul style="list-style-type: none"> Used logo with census message in Winter issue of <i>Journal</i> (17,000 dentists)
Canadian Dental Hygienists' Assoc.	<ul style="list-style-type: none"> Article in both national publications <i>Probe</i> and <i>Explorer</i> (7,000)
Canadian Federation of Ethno-Business and Professionals	<ul style="list-style-type: none"> No publications Sent kit with ethnic newsletter 10,000 individual members; 50 institutional
Canadian Hard of Hearing Association	<ul style="list-style-type: none"> Sent information kit but organization preferred to sell us ad space.
Canadian Home Builders Association	<ul style="list-style-type: none"> Used logo and articles in national publications <i>Home Builder</i> (December) and <i>The National</i> (Spring). Membership: 28,000 individual; 6,800 institutional.
Canadian Home Economics Assoc.	<ul style="list-style-type: none"> Sent information kit with articles for use in <i>Journal</i> (circ. 3,000)
Canadian Home and School Parent-Teacher Federation	<ul style="list-style-type: none"> Article in <i>Canadian Home and School</i> Distributed kits to provincial federations for use in publications to local associations
Canadian Institute of Planners	<ul style="list-style-type: none"> Sent material for use in January issue of newsletter <i>Plan Canada</i> (circ. 5,000) requested 8 information kits for distribution to provincial organizations.
Canadian Library Association	<ul style="list-style-type: none"> Article and advertised teacher's kit in newsletter (4,000)
Canadian Merchant Service Guild	<ul style="list-style-type: none"> Sent information kit including fact sheet on people working abroad on ships for use in CMSG News (circ. 5,000)
Canadian Medical Association	<ul style="list-style-type: none"> Used article "Uses of Census Data in the Medical Profession" in Spring issue of <i>CMA Journal</i> (60,000 physicians) asking members to promote census through posting.

Canadian Nurses Association	<ul style="list-style-type: none"> Article in Winter issue of <i>The Canadian Nurse</i> (110,000) Distributed kits to 11 provincial/territorial associations
Canadian Paraplegic Association	<ul style="list-style-type: none"> Message, toll-free number and information on alternate formats in Feb. issue of quarterly <i>Caliper</i> (6,000)
Canadian Parents for French	<ul style="list-style-type: none"> Advertised the teachers' Kit to immersion teachers/classes.
Canadian Pharmaceutical Association	<ul style="list-style-type: none"> Sent information kit for use in their monthly journal
Can. Postmasters and Assistants Assoc.	<ul style="list-style-type: none"> Article in March issue of <i>The Canadian Postmaster</i> (circ. 9,000)
Canadian Real Estate Association	<ul style="list-style-type: none"> Articles in both national publications, <i>Canadian Realtor News</i> and <i>L'immobilier canadien</i>. 70,000 individual members; 122 real estate boards; 8,000 brokers' offices
Canadian Red Cross Society	<ul style="list-style-type: none"> Article in Winter issue of employee newsletter (circ. 8,000) Requested 29 kits for distribution to 10 division offices and 17 administrative centres across Canada Posted calendars / posters at clinic sites (600,000)
Canadian School Boards Association	<ul style="list-style-type: none"> Sent census and teachers' kits Used logo in January issue of <i>CSB Action</i> (7,000)
Canadian Sport and Fitness Administration Centre	<ul style="list-style-type: none"> requested 90 kits for distribution to all national sport governing bodies for use in publications Baseball Canada requested material on diskette Coaching Association of Canada requested 250 bookmarks for their bookstore
Canadian Union of Public Employees	<ul style="list-style-type: none"> requested kit to look at material for potential mailing to locals for use in newsletters 409,000 members in 2,500 locals
Communication, Energy and Paperworkers Union of Canada	<ul style="list-style-type: none"> Articles in <i>CEP Journal</i> (145,000) and monthly update (900 locals)
Consumer's Association of Canada	<ul style="list-style-type: none"> Included message in <i>Consumer's Report</i> (circ. 250,000) Distributed kits to regional offices.
Family Service Canada	<ul style="list-style-type: none"> Article in Fall issue of Let's Talk Families (circ. 3,000) Reminder in February issue of above Displayed 500 fact sheets (N-4) at FSC North American Conference in October
Federated Superannuates National Association	<ul style="list-style-type: none"> Article (Fact sheet on seniors) in Spring issue of both national newsletters (total circ. 63,000)
Food Institute of Canada	<ul style="list-style-type: none"> Does not produce publications Included census message in mailing to membership (200 retailers from food industry)
Labourers' International Union of North America	<ul style="list-style-type: none"> Used census material in mailing to all locals (7,000 in Eastern Canada) Provided contacts for central and western Canada - passed on to Census regional offices.
National Association of Canadians of Origins India	<ul style="list-style-type: none"> Logo and ethnic material in February issue of <i>NACO! Forum</i> (37 local chapters representing 70,000 members)
National Association of Cultural Education Centre	<ul style="list-style-type: none"> Aboriginal association - contacted Montreal RO to avoid duplication Sent information kit

National Congress of Italian Canadians	<ul style="list-style-type: none"> • Sent information kit • 750 institutional members, 7 regional offices
National Federation of Nurses Unions	<ul style="list-style-type: none"> • Article in Spring mailing to members (5,000) • Distributed kits, including article (A-5) to 8 provincial nurses' unions
National Federation of Pakistani Canadians	<ul style="list-style-type: none"> • Article in February issue of national newsletter (22 institutions)
One Voice Seniors Network Canada	<ul style="list-style-type: none"> • Included material in quarterly pubs, Winter and Spring issues, <i>One Voice</i> and <i>La Voix</i>. • Distribute 230 copies of Seniors fact sheet and Order Form to some groups (mailing list protected) <p><i>NOTE: Order forms were received in Ottawa office from all parts of the country. Initially, did not know how these small organizations got an order form or what (larger) group they belonged to. Forms had to be processed in Ottawa / regions.</i></p>
Printing, Publishing and Media Workers Sector of the Communications Workers of America	<ul style="list-style-type: none"> • Used census material as inserts in mailing to members (2,000) • 100 posters
Professional Association of Foreign Service Officers	<ul style="list-style-type: none"> • Requested kit with census material for use in Winter issues of <i>Membership Update</i> and <i>Bout de papier</i>. • Representative also met with Census Communication's contact person at Foreign Affairs
Professional Institute of the Public Service of Canada	<ul style="list-style-type: none"> • Was to put log and article in March issue of <i>Communications</i> (30,000)
Public Service Alliance of Canada	<ul style="list-style-type: none"> • Article and two reminders in bi-weekly <i>Alliance Update</i> (160,000) between January and Census Day.
RCMP Veterans' Association	<ul style="list-style-type: none"> • Included article in quarterly <i>Keeping in Touch</i> (circ. 5,000) • Distributed kits to 26 divisions across Canada
Royal College of Physicians and Surgeons of Canada	<ul style="list-style-type: none"> • Articles in march issues of both national publications <i>RCPC Bulletin</i> and <i>RCPC Annals</i> (circ. 25,000)
Scouts Canada	<ul style="list-style-type: none"> • Sent articles, Teachers Kit and <i>Test Your Knowledge</i> place mat.
Social Sciences Employees Assoc.	<ul style="list-style-type: none"> • Requested information kit for use in bulletin when space allowed.
Society for Educational Visits and Exchanges in Canada	<ul style="list-style-type: none"> • Sent information kit • Organization has one publication (<i>Info Sevec</i>, circ. 275 institutions); 14,000 schools on database; is on Schoolnet.
United Transportation Union	<ul style="list-style-type: none"> • Used information from transportation for article in <i>UTU News Canada</i> (10,000)
Union of Canadian Transport Employees	<ul style="list-style-type: none"> • Article in <i>Voyager</i> or fact sheet in mailing to locals (10,000 members; 110 locals)
Victorian Order of Nurses for Canada	<ul style="list-style-type: none"> • Article in quarterly <i>Network</i> (7,000) • Distributed kits to provincial and local branches (45)

Media Relations

1.0 Background

Media relations activities for the 1996 Census Communications program were an integral component of the public awareness process. The Census Communications program used the media as a cost-effective means of delivering census information to the broadest possible audience.

The relationship between Statistics Canada and media institutions is a reciprocal one: the media need Statistics Canada information to report social and economic trends in Canadian society. Statistics Canada relies on media coverage to inform the public of the results of its numerous surveys and related programs. The census, in particular, was "news" and, as such, it received considerable coverage from the media. Between January and August 1996, we received 2,500 clippings from the monitoring company. Details are available in Appendix 1.

Although information of the Census of Agriculture was always included in national press kits, articles and news releases, media relations for the Census of Agriculture were handled on a regional basis.

2.0 Issues Management

The majority of coverage generated by the census was factual and did not take either a negative or positive slant. Nevertheless, shortly after the questions had been gazetted, concept of a "race" question (question 19) on the census was introduced. This became the first of many articles over the next 10 months on this topic. The other new questions on unpaid work, travel to work and Aboriginal identity generated little interest.

2.1 Spokespersons

In October 1995, project managers were provided with instructions on **Handling media Inquiries / Traitement des demandes d'information des médias** and copies of the policy on **Spokespersons and Media Relations** (Appendix 2). This helped to ensure that only people who had been trained and who knew the "official line" would talk to the media. For the most part, this worked with both question 19 and the unpaid household activities questions.

2.2 Questions and Answers

Issues that could generate media interest were identified in the spring of 1995. Questions and answers were developed and subject matter experts trained prior to the gazetting of the questions. Although the media had little interest in the gazetting at the time it occurred, interest picked up during the fall and winter and a number of articles on question 19 appeared.

A complete set of questions and answers was prepared between October 1995 and March 1996. It covered both the issues identified prior to gazetting as well as additional issues identified by the regional offices and subject matter divisions in the fall of 1995. Although work on the most controversial issues was started early, the final approval took considerable time. Consequently, regional offices and media relations staff did not have prepared and approved "departmental responses" if issues were raised early by the media. Nevertheless, the concept of "departmental responses" worked very well. Appendix 3 contains the index from the **Questions and Answers** binder.

3.0 National Activities

The responsibility for media relations activities was divided among the regions and Ottawa. Each regional office was responsible for planning its own media activities while Ottawa carried out national (located in Ottawa only) and Centralized Edit area activities. In compliance with regular media policy, news releases and "Letters to the Editor" were approved by Media Relations Unit in Ottawa.

Census Communications generated much of its media coverage through proactive media activities which were carried out in April and early May. These included news releases, press kits, phone calls to pre-arrange interviews, census stock video footage, an opinion-editorial article, editorial board meetings and specially targeted media activities in the centralized edit area.

3.1 News Releases

Although news releases were primarily targeted at the national media, they were also sent to local media in the National Capital Region and in the Centralized Edit area. Regional offices received copies for distribution to their local media. In total three national releases were prepared by Ottawa.

In addition, a number of releases were prepared by the regional offices. These included releases about the appointment of Census Area Managers and Census Commissioners and announcements about early enumeration in the north. Examples are contained in Appendix 4.

3.1.1 April 17, 1996

In both the 1986 and the 1991 Censuses, the first official announcement of the upcoming Census had occurred in January and early February. For the 1996 Census, it was decided to hold this announcement to mid-April. Waiting longer to distribute the national news release detracted some attention from the "content, confidentiality and cost" issues of the census, and directed journalists' energy to the general collections and operations processes, thereby engendering a more informative and neutral coverage.

As a result, the first census news release, **The 1996 Census of Canada**, was distributed on Wednesday, April 17 to the Parliamentary Press Gallery (Appendix 5).

3.1.2 May 14, 1996

On May 14, 1996, a release entitled "Today is Census Day in Canada" was issued to the national media and the local media in the National Capital Region and the Centralized Edit area. This release focussed on the purpose of the census and the confidentiality of personal information. The Census Help line number was also provided (Appendix 6).

3.1.3 May 17, 1996

On May 17, 1996, a release entitled "Its Not too Late to Count Yourself In" was issued to the national media and the local media in the National Capital Region and the Centralized Edit area. This release focussed on thanking the millions of Canadians who had already returned completed forms and reminded those who hadn't that it wasn't too late. The Census Help line number was again provided (Appendix 7).

3.2 Census Media Kits

Media kits were sent to the Parliamentary Press Gallery and the Press Building on April 17, 1996. A four-page media bulletin/newsletter, written with media interests in mind, provided general information about the census - new questions, costs, confidentiality, etc. This bulletin/newsletter worked well since it provided the media with complete and ample information to prepare articles and interviews. Kits for the electronic media were assembled and distributed in late April and early May.

The kits for the print media contained the following:

- National news release announcing the Census (April 17, 1996)
- The 1996 Census of Canada (four-page bulletin/newsletter for the media)
- Desk blotter information sheet
- Focus for the Future - Volume 10, No. 1 - History
 - Volume 10, No. 2 - Census Content
 - Volume 10, No. 3 - Census of Agriculture
 - Volume 10, No. 4 - Census Collection
- Canada at a Glance
- The 1996 Census Image - Printing Reproduction Proofs
- Short and long Census of Population questionnaires (2A,2B)

The kits for the electronic media (radio and television) contained the following:

- Letter signed by the Manager, Census Communications
- National news release announcing the Census (April 17, 1996)
- The 1996 Census of Canada (four-page bulletin/newsletter for the media)
- Desk blotter information sheet
- Focus for the Future - Volume 10, No. 1 - History
 - Volume 10, No. 2 - Census Content
 - Volume 10, No. 3 - Census of Agriculture
 - Volume 10, No. 4 - Census Collection
- Canada at a Glance
- Short and long Census of Population questionnaires (2A,2B)

Promotional materials were not distributed with the census press kits, as had been done in 1991. It was decided that in times of fiscal restraint and environmental concerns, Statistics Canada did not want to appear extravagant or outdated by including superfluous materials in the kits.

3.3 Media Interviews

In the first two weeks of May, phone calls were made to national and local media to determine their interest in the census as a news topic. Many of these phone calls generated interest for taped interviews, many of which were conducted in the week prior to Census Day.

Topics that generated the most interest for interviews from the media were:

- Question 19 - visible minority population
- Question 30 - unpaid household work
- Confidentiality
- Marketing of census data
- Safety of Census Representatives
- Patronage in Census Representative appointments
- Natives and response rates
- Penalties for not answering census form

When media enquiries about the 1996 Census dealt with national, specific content or collection topics, Ottawa subject matter analysts or spokespersons usually handled the interviews. When the questions dealt with regional issues, regional communications officers arranged for a census official in their area to conduct the interview (Appendix 8). A total of 102 enquiries for interviews and more detailed information were handled by media relations in Ottawa. Of this total, more than half (63) were received during the month of May.

The regional approach to media enquiries worked well both to generate coverage and to check negative coverage before it became a problem. Since regional communications staff knew their media, they knew which interviewers or programs should be avoided. For example, two requests for Ottawa spokespersons were turned down based on advice from the regional offices that the programs handled issues in a confrontational manner (André Arthur of CHVK and CHRC and a talk show with Ted White, Reform M.P. on AM-1040 in Vancouver).

3.4 Census Stock Footage

Two five minute videos (one targeted to Francophone media, the other to Anglophone media) were prepared featuring stock footage related to various aspects of the census (Appendix 9). A variety of sequences were used, including a Census Help Line scene, a

Census Representative dropping off a questionnaire, hands flipping through a census questionnaire and a woman answering enquiries in the reference centre.

After potentially interested media had been identified in the National Capital Region, Centralized Edit and other areas in Canada, 100 copies were distributed across the country. The stock footage proved to be particularly useful to community cable stations as well as smaller news stations, most of which could not afford to send a camera crew to cover the census. However, the footage was also used by larger media organizations, some of which include RDI-TV, CTV National, TV Ontario, Baton Broadcasting and Fairchild TV. The stock shots proved to be an effective way of staging interviewer drop-offs without creating a conflict situation with respondent confidentiality. The stock shots also eliminated some requests from camera crews for access to the building (Centralized Edit District Office) at operationally busy times.

Stock footage was prepared in standard electronic format (Betacam), with cut-aways, close-ups, action shots, etc., rather than in the promotional format that had been used in 1991. This technique worked well for those stations that needed news footage that would fit standard broadcasting criteria. In addition, the "raw" visuals meant that stations could insert them into news stories or reports during the edit stage.

3.5 Opinion-Editorial Article

Negative media coverage of the race / population group question in early 1996 prompted the Agency to prepare an opinion-editorial article signed by the Chief Statistician. The article outlined the *raison-d'être* of Question 19 and attempted to clarify any misconceptions already in the public domain.

The letter was distributed to daily newspapers in the Ottawa area during editorial board meetings (The Citizen and Le Droit) and in the Toronto area (Globe and Mail) and to regional offices. In addition, regional offices provided copies of the editorial to a limited number of other newspapers in response to continuing negative coverage of Question 19. Regional distribution of the editorial proved to be an effective method of responding to public criticism of the question while providing an approved standard response that had substantial impact given the format and the Chief Statistician's signature.

Below is a selection of some of the papers where the opinion-editorial appeared:

La Presse

Recensement et origine raciale : une question essentielle
Tuesday, June 25, 1996

Montreal Gazette	StatsCan responds to census critics Wednesday, June 5, 1996
The Edmonton Journal	Census anchors social policy Saturday, May 11, 1996 Why the census asks THAT question Saturday, May 11, 1996
The Calgary Herald	Census anchors social policy Monday, May 13, 1996
The Interior News	Census motives purely numerical Wednesday, May 1, 1996
Kelowna Capital News	Stats boss responds to census critics Wednesday, May 8, 1996
The Province	Census race question "entirely reasonable" Sunday, May 12, 1996
Globe and Mail	Chief Statistician: Why the census is counting visible minorities Thursday, April 25, 1996
Times-Colonist	Straight questions Friday, May 3, 1996
The Whig-Standard	Statistics taken in the interests of all Canadians Monday, May 13, 1996

Appendix 10 contains examples of the way some papers used the editorial and Appendix 11 contains a copy of the letter that accompanied the editorial. This letter was signed by the Regional Director or in some cases by the Assistant Chief Statistician.

3.6 Editorial Board Meetings

Editorial Board Meetings were held with the Ottawa Citizen and Le Droit in April 1996. The Assistant Chief Statistician responsible for the Census attended the Citizen board meeting while the Census Manager met with Le Droit staff. Other boards were held in Toronto and Vancouver. The Assistant Chief Statistician met with the Toronto Star, the Globe and Mail and the Vancouver Sun. These meetings proved to be an opportune time to explain the significance of Question 19, and to answer new questions such as the same-sex issue brought up by the Citizen board. In addition to sensitizing editorial staff to census issues, the meetings also generated media coverage.

3.7 Response to Media

A number of "letters to the editor" were prepared in response to erroneous or misleading reporting in a variety of print media. Attached in Appendix 12 are samples of misleading coverage and the resulting response from Statistics Canada.

4.0 Media Analysis

The 1996 Census generated an enormous amount of media coverage. In the National Capital Region, the largest proportion of census media coverage appeared during the two weeks prior to Census Day and for the most part, was factual. This was also true in the regions. As Census Day moved closer, the media generally focussed on collection questions and coverage was mainly neutral in tone and informative in nature.

Regardless of the topic or issue, whether presented in a factual or positive or negative light, media coverage of the 1996 Census for the three weeks prior to May 14 ensured that most people were indeed aware that the national survey was being conducted.

5.0 Challenges

The media relations component of the communications program was hindered somewhat by the difficulty in staffing the position with someone who knew Statistics Canada, who presented strong media relations skills and who could work independently.

A national "Census Launch" media event did not take place in 1996 since the Ottawa area was part of the Centralized Edit test site. Since there were no enumerators to gather

together for the first day of enumeration (as in 1991), there appeared to be no “natural” activity large or newsworthy enough to justify the notification of the media. It was decided to avoid “contriving” an event for this purpose.

6.0 Recommendations

- A media relations officer should be brought on staff during the summer prior to the Census (July 2000).
- Questions and Answers are an important tool for dealing successfully with the media. Subject matter staff should be strongly encouraged to give a higher priority to reviewing and approving the material pertaining to their area of expertise.
- All staff, including Directors, should take media training or a refresher course if they have already received media training.
- Production of the census stock footage should be repeated with production starting in late summer or early fall of 2000 so that outdoor footage is completed before the onset of cold weather. Footage of warehouse, questionnaires, etc. could be taken about two months prior to Census Day.
- Diffusion to community newspapers of stock photographs with biographies of Crew Leaders should be repeated.
- Arrangements should be made with the Community Newspaper Association again so that regional offices can put materials up on Community Newspaper site free-of-charge. This agreement was part of the advertising package proposed to the Community newspaper Association.
- Starting in September, 2000, the Census Communications Media Relations officer should scan the ICN news briefs for controversial census articles and distribute them electronically to relevant persons as soon as possible each morning.
- Press kits for community newspapers should be distributed six weeks prior to Census Day, to allow for different deadlines and publication dates. Otherwise, some monthly publication dates are missed.
- Advance production and dissemination to regional offices of news releases, response to media and opinion-editorial articles should be repeated in 2001.
- Editorial board meetings with major daily newspapers should be organized in the spring of 2001.

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M.H. Media Monitoring Limited
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Division : 100
Telephone : (416) 750-2220
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STATISTICS CANADA

ACCOUNTS PAYABLE

RH COATES BLDG, 10TH FLOOR
SECTION B, TUNNEY'S PASTURE
OTTAWA, ON
K1A 0T6
Expiry Date: 01 Mar 96Customer No: 24668
Customer PO: 72100950002
Topic Order: 22679
Reference: 8166
Remarks: CENSUS 1991

===== CLIP DETAILS =====

Issue Date	Publication	Circulation	Type	Qty
15Dec95	Cdn. Medical Assn. Journal, Ottawa, ON	58,000	M	1
20Dec95	Deloraine Times & Star, Deloraine, MB	1,450	W	1
01Jan96	Ont. Bus. Jnrl. (Missis/Ham), Hamilton, ON	36,100	M	1
18Dec95	The Valley Leader, Carman, MB	8,600	W	1
13Dec95	Oyen Echo, Oyen, AB	1,376	W	1
09Jan96	Star Phoenix, Saskatoon, SK	66,000	D	1
22Dec95	Roblin Review, Roblin, MB	2,500	W	1
14Jan96	The Edmonton Journal, Edmonton, AB	172,000	D	2
09Jan96	The Expositor, Brantford, ON	27,000	D	1
01Jan96	Toronto Business Journal, Toronto, ON	55,000	M	1
03Jan96	The Bonnyville Nouvelle, Bonnyville, AB	5,915	W	1
09Jan96	Lac La Biche Post, Lac La Biche, AB	2,395	W	1
17Jan96	The Calgary Herald, Calgary, AB	140,907	D	1
09Jan96	Miramichi Leader, Miramichi, NB	7,909	W	1
13Jan96	Observer, Sarnia, ON	23,600	D	1
11Jan96	Daily Herald, Prince Albert, SK	10,000	D	1

Mailing Date: 30Jan96

Sub Total 17

13Jan96	The Lethbridge Herald, Lethbridge, AB	28,257	D	1
09Jan96	The Moosomin World-Spectator, Moosomin, SK	3,325	W	1
17Jan96	The Mile Zero News, Grimshaw, AB	1,975	W	1
09Jan96	Post Review, Hudson Bay, SK	2,100	W	1
20Jan96	The Sun Times, Owen Sound, ON	23,680	D	1
17Jan96	The Echo (High Level), High Level, AB	1,500	W	1
24Jan96	Winnipeg Free Press, Winnipeg, MB	133,530	D	1
26Dec95	Virden Empire-Advance, Virden, MB	2,928	W	1
10Jan96	The Beacon Herald, Stratford, ON	13,500	D	1
14Jan96	Scope Newspaper, Slave Lake, AB	1,950	W	1
16Jan96	The Edmonton Journal, Edmonton, AB	172,000	D	1
21Jan96	The Winnipeg Sun, Winnipeg, MB	50,000	D	1

Mailing Date: 06Feb96

Sub Total 12

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M.H. Media Monitoring Limited

* Detailed Billing Report *

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STATISTICS CANADA

ACCOUNTS PAYABLE

RH COATES BLDG, 10TH FLOOR

SECTION B, TUNNEY'S PASTURE

OTTAWA, ON

K1A 0T6

Expiry Date: 01 Mar 96

Customer No: 24668

Customer PO: 72100950002

Topic Order: 22679

Reference: 8166

Remarks: CENSUS 1991

===== CLIP DETAILS =====

Issue Date	Publication	Circulation	Type	Qty
01Feb96	Legion Magazine, Ottawa, ON	474,432	M	1
09Jan96	Grand Centre/Coldlake Sun, Grand Centre, AB	5,808	W	1
20Jan96	The Edmonton Journal, Edmonton, AB	172,000	D	1
24Jan96	The Daily Graphic, Portage la Prairie, MB	4,650	D	1
17Jan96	Manning Banner Post, Manning, AB	1,179	W	1
23Jan96	Farm & Country, Toronto, ON	56,000	M	1
22Jan96	Lanigan Advisor, Lanigan, SK	1,384	W	1
24Jan96	Times-News (Morning), Thunder Bay, ON	9,500	D	1
29Jan96	The Whig-Standard, Kingston, ON	29,912	D	1
22Jan96	The Advance/Gazette, Wynyard, SK	3,245	W	1
17Jan96	The Observer (Carlyle), Carlyle, SK	2,900	W	1
08Feb96	The Toronto Star, Toronto, ON	498,620	D	1
24Jan96	Chronicle-Journal (Evening), Thunder Bay, ON	30,000	D	1
04Feb96	The Toronto Sun, Toronto, ON	250,517	D	1

Mailing Date: 13Feb96

Sub Total 14

05Feb96	L'Acadie Nouvelle, Caraquet, NB	20,000	D	1
06Feb96	The Sudbury Star, Sudbury, ON	28,000	D	1
06Feb96	The London Free Press, London, ON	106,129	D	1
06Feb96	The Hamilton Spectator, Hamilton, ON	117,000	D	1
04Feb96	The Calgary Herald, Calgary, AB	140,907	D	1
08Feb96	The London Free Press, London, ON	106,129	D	2
07Feb96	The Edmonton Journal, Edmonton, AB	172,000	D	1
06Feb96	The Calgary Herald, Calgary, AB	140,907	D	1
03Feb96	The Ottawa Citizen, Ottawa, ON	152,751	D	1
24Jan96	The Provost News, Provost, AB	2,046	W	1
24Jan96	The Hanna Herald, Hanna, AB	2,800	W	1
05Feb96	The London Free Press, London, ON	106,129	D	1
23Jan96	The Optimist, Redvers, SK	1,500	W	1
06Feb96	The Ottawa Citizen, Ottawa, ON	152,751	D	1
23Jan96	Fairview Post, Fairview, AB	3,928	W	1
03Feb96	The Gazette, Montreal, PQ	158,493	D	1
03Feb96	The Edmonton Journal, Edmonton, AB	172,000	D	1

Mailing Date: 20Feb96

Sub Total 18

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STATISTICS CANADA

ACCOUNTS PAYABLE

RH COATES BLDG, 10TH FLOOR
 SECTION B, TUNNEY'S PASTURE
 OTTAWA, ON
 K1A 0T6
 Expiry Date: 01 Mar 96

Customer No: 24668
 Customer PO: 72100950002
 Topic Order: 22679
 Reference: 8166
 Remarks: CENSUS 1991

===== CLIP DETAILS =====

Issue Date	Publication	Circulation	Type	Qty
05Feb96	Western Catholic Reporter, Edmonton, AB	39,000	M	1
08Feb96	The Calgary Herald, Calgary, AB	140,907	D	1
06Feb96	The Sault Star, Sault Ste. Marie, ON	25,000	D	1
07Feb96	La Revue De Gatineau, Gatineau, PQ	36,947	W	1
06Feb96	The Beacon Herald, Stratford, ON	13,500	D	1
09Feb96	The Whitehorse Star, Whitehorse, YT	4,200	D	1
08Feb96	La Tribune, Sherbrooke, PQ	35,246	D	1
12Feb96	The Ottawa Citizen, Ottawa, ON	152,751	D	1
29Jan96	Medicine Hat News, Medicine Hat, AB	15,500	D	1
06Feb96	Medicine Hat News, Medicine Hat, AB	15,500	D	1
05Feb96	The Sault Star, Sault Ste. Marie, ON	25,000	D	1

Mailing Date: 27Feb96

Sub Total 11

Grand Total 72

===== Publication Type Summary =====

Publication Type	No. of Clips	Circulation
Dailies	43	3,856,473
Magazines	6	718,532
Community Papers	23	105,660
Grand Totals	72	4,680,665

===== Publication Type Summary by Province =====

Province	Publication Type	No. of Clips	Circulation
ALBERTA	Dailies	13	1,482,885
	Magazines	1	39,000
	Community Papers	11	30,872
	Province Totals	25	1,552,757

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 K1A 0T6
 Expiry Date: 01 Mar 96

Customer No: 24668
 Customer PO: 72100950002
 Topic Order: 22679
 Reference: 8166
 Remarks: CENSUS 1991

===== Publication Type Summary by Province =====

Province	Publication Type	No. of Clips	Circulation
MANITOBA	Dailies	3	188,180
	Community Papers	4	15,478
	Province Totals	7	203,658
NEW BRUNSWICK	Dailies	1	20,000
	Community Papers	1	7,909
	Province Totals	2	27,909
ONTARIO	Dailies	21	1,891,469
	Magazines	5	679,532
	Province Totals	26	2,571,001
QUEBEC	Dailies	2	193,739
	Community Papers	1	36,947
	Province Totals	3	230,686
SASKATCHEWAN	Dailies	2	76,000
	Community Papers	6	14,454
	Province Totals	8	90,454
YUKON TERRITORY	Dailies	1	4,200
	Province Totals	1	4,200
	Grand Totals	72	4,680,665

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 Division : 100
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STATISTICS CANADA

MRS. DALE SEWELL

RH COATES BLDG., 10TH FLOOR

SECTION B, TUNNEY'S PASTURE

OTTAWA, ON

K1A 0T6

Expiry Date: 31 Mar 96

Customer No: 60407

Customer PO: 7210095002

Topic Order: 44528

Reference: 8166S

Remarks: CANADIAN CENSUS, B.C.
SUB-ACCOUNT

===== CLIP DETAILS =====				
Issue Date	Publication	Circulation	Type	Qty
03Dec95	The Morning Star, Vernon, BC	28,263	W	1
	Mailing Date: 09Jan96	Sub Total		1
06Dec95	The Citizen (Duncan), Duncan, BC	20,000	W	1
05Dec95	The Tribune (W. Lake), Williams Lake, BC	6,103	W	1
08Dec95	The Jewish Bulletin, Vancouver, BC	3,200	E	1
	Mailing Date: 16Jan96	Sub Total		3
28Dec95	Alberni Valley Times, Port Alberni, BC	7,000	D	1
13Dec95	Powell River News, Powell River, BC	5,600	W	1
	Mailing Date: 23Jan96	Sub Total		2
15Dec95	Gabriola Sounder, Gabriola, BC	3,500	W	1
26Dec95	The Abbotsford News, Abbotsford, BC	71,172	W	1
01Jan96	Mehfil Magazine, Vancouver, BC	25,000	E	1
	Mailing Date: 30Jan96	Sub Total		3
Grand Total				9

===== Publication Type Summary =====

Publication Type	No. of Clips	Circulation
Dailies	1	7,000
Ethnic	2	28,200
Community Papers	6	134,638
Grand Totals	9	169,838

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STATISTICS CANADA
MRS. DALE SEWELL
RH COATES BLDG., 10TH FLOOR
SECTION B, TUNNEY'S PASTURE
OTTAWA, ON
K1A 0T6
Expiry Date: 31 Mar 96

Customer No: 60407
Customer PO: 7210095002
Topic Order: 44528
Reference: 8166S
Remarks: CANADIAN CENSUS, B.C.
SUB-ACCOUNT

===== Publication Type Summary by Province =====

Province	Publication Type	No. of Clips	Circulation
BRITISH COLUMBIA	Dailies	1	7,000
	Ethnic	2	28,200
	Community Papers	6	134,638
	Province Totals	9	169,838

	Grand Totals	9	169,838
=====			

Open Report (No Update)

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Expiry Date: 01 Mar 96

Customer No: 60407

Customer PO: 7210095002

Topic Order: 44528

Reference: 8166S

Remarks: CANADIAN CENSUS, B.C.

SUB-ACCOUNT

===== CLIP DETAILS =====

Issue Date	Publication	Circulation	Type	Qty
17Jan96	Daily Townsman, Cranbrook, BC	4,500	D	1
13Jan96	Daily Free Press, Nanaimo, BC	14,000	D	1
03Jan96	The Fort Nelson News, Fort Nelson, BC	2,409	W	1
13Jan96	The Okanagan Saturday, Kelowna, BC		D	1
	Mailing Date: 06Feb96	Sub Total		4
20Jan96	The Link (East Indian), Vancouver, BC	10,000	E	1
	Mailing Date: 13Feb96	Sub Total		1
22Jan96	The Whistler Question, Whistler, BC	4,200	W	1
26Jan96	Chilliwack Times, Chilliwack, BC	25,500	W	1
08Feb96	The Vancouver Sun, Vancouver, BC	222,401	D	1
	Mailing Date: 20Feb96	Sub Total		3
07Feb96	The Prince George Citizen, Prince George, BC	18,000	D	1
07Feb96	The Kamloops Daily News, Kamloops, BC	16,078	D	1
06Feb96	The Prince George Citizen, Prince George, BC	18,000	D	1
31Jan96	Caledonia Courier, Vanderhoof, BC	1,200	W	1
13Feb96	Peace River Block News, Dawson Creek, BC	2,548	D	1
09Feb96	The Daily Courier, Kelowna, BC	20,000	D	1
	Mailing Date: 27Feb96	Sub Total		6
		Grand Total		14

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Expiry Date: 01 Mar 96

Customer No: 60407
Customer PO: 7210095002
Topic Order: 44528
Reference: 8166S
Remarks: CANADIAN CENSUS, B.C.
SUB-ACCOUNT

===== Publication Type Summary =====

Publication Type	No. of Clips	Circulation
Dailies	9	315,527
Ethnic	1	10,000
Community Papers	4	33,309
Grand Totals	14	358,836

===== Publication Type Summary by Province =====

Province	Publication Type	No. of Clips	Circulation
BRITISH COLUMBIA	Dailies	9	315,527
	Ethnic	1	10,000
	Community Papers	4	33,309
	Province Totals	14	358,836
	Grand Totals	14	358,836

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STATISTICS CANADA

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SECTION B, TUNNEY'S PASTURE

OTTAWA, ON

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Expiry Date: 01 Mar 96

Customer No: 60407

Customer PO: 7210095002

Topic Order: 44528

Reference: 8166S

Remarks: CANADIAN CENSUS, B.C.

SUB-ACCOUNT

===== CLIP DETAILS =====

Issue Date	Publication	Circulation	Type	Qty
11Feb96	The Morning Star, Vernon, BC	28,263	W	1
13Feb96	The Tribune (W. Lake), Williams Lake, BC	6,103	W	2
16Feb96	Le Soleil De Colombie, Vancouver, BC	2,800	W	1
12Feb96	The Whistler Question, Whistler, BC	4,200	W	1
10Feb96	Richmond Review, Richmond, BC	43,300	W	1
19Feb96	The Daily Bulletin, Kimberley, BC	1,900	D	1
13Feb96	Nelson Daily News, Nelson, BC	5,000	D	1
20Feb96	Alaska Highway Daily News, Fort St. John, BC	3,500	D	1
10Feb96	Royal City Record/Now, New Westminster, BC	16,065	W	1
14Feb96	The Maple Ridge News, Maple Ridge, BC	23,508	W	1
16Feb96	Daily Townsman, Cranbrook, BC	4,500	D	1
10Feb96	The Peace Arch News, Surrey, BC	28,250	W	1
12Feb96	Alberni Valley Times, Port Alberni, BC	7,000	D	1
09Feb96	Kelowna Capital News, Kelowna, BC	47,000	W	1
	Mailing Date: 05Mar96	Sub Total		15
14Feb96	Salmon Arm Observer, Salmon Arm, BC	5,200	W	1
14Feb96	Cowichan News-Leader, Duncan, BC	19,525	W	1
14Feb96	Kamloops This Week, Kamloops, BC	28,701	W	1
01Feb96	British Columbia Agri Digest, Chase, BC	10,499	M	1
14Feb96	Bridge River-Lillooet News, Lillooet, BC	2,302	W	1
10Feb96	Weekend Advertiser, Kitimat, BC	15,800	W	1
14Feb96	Armstrong Advertiser, Armstrong, BC	2,400	W	1
14Feb96	The Castlegar Sun, Castlegar, BC	3,347	W	1
13Feb96	Squamish Chief, Squamish, BC	4,260	W	1
	Mailing Date: 15Mar96	Sub Total		9
		Grand Total		24

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Expiry Date: 01 Mar 96

Customer No: 60407
Customer PO: 7210095002
Topic Order: 44528
Reference: 8166S
Remarks: CANADIAN CENSUS, B.C.
SUB-ACCOUNT

===== Publication Type Summary =====

Publication Type	No. of Clips	Circulation
Dailies	5	21,900
Magazines	1	10,499
Community Papers	18	281,024
	-----	-----
Grand Totals	24	313,423
	=====	=====

===== Publication Type Summary by Province =====

Province	Publication Type	No. of Clips	Circulation
BRITISH COLUMBIA	Dailies	5	21,900
	Magazines	1	10,499
	Community Papers	18	281,024
		-----	-----
	Province Totals	24	313,423
		-----	-----
	Grand Totals	24	313,423
		=====	=====

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STATISTICS CANADA

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 Expiry Date: 01 Aug 96

Customer No: 24668
 Customer PO: 67-72100-1005
 Topic Order: 22679
 Reference: 8166
 Remarks: CENSUS 1991

===== CLIP DETAILS =====

Issue Date	Publication	Circulation	Type	Qty
21Mar96	The Sudbury Star, Sudbury, ON	28,000	D	1
13Mar96	The Gananoque Reporter, Gananoque, ON	3,898	W	1
15Mar96	Telegraph-Journal (Morning), Saint John, NB	31,000	D	1
05Mar96	The Triangle, Andrew, AB	2,100	W	2
04Mar96	Vegreville News Advertiser, Vegreville, AB	10,700	W	1
05Mar96	The Monitor (Bridgetown), Bridgetown, NS	1,438	W	1
05Mar96	The Strathmore Standard, Strathmore, AB	3,700	W	1
16Mar96	The Calgary Herald, Calgary, AB	140,907	D	1
16Mar96	The Expositor, Brantford, ON	27,000	D	1
01Mar96	Cdn. Machinery & Metalworking, Toronto, ON	16,982	M	1
28Mar96	The Toronto Sun, Toronto, ON	250,517	D	1
01Mar96	HUM-The Gov't. Computer Mag., Ottawa, ON	13,315	M	1
01Mar96	Leduc & County This Week, Leduc, AB	16,700	W	1
13Mar96	Wasaga Star Times, Creemore, ON	3,695	W	1
13Mar96	Northern Times, Kapuskasing, ON	5,300	W	1
05Mar96	40-Mile County Commentator, Bow Island, AB	5,736	W	1
13Mar96	The Lance (Creemore), Creemore, ON	1,507	W	1
11Mar96	Rosetown Eagle, Rosetown, SK	2,639	W	1
05Mar96	The Lacombe Globe, Lacombe, AB	3,700	W	1
13Mar96	Clearview Star, Creemore, ON	3,675	W	1
07Mar96	The Hope Standard, Hope, BC	2,850	W	1
16Mar96	The Sun Times, Owen Sound, ON	23,680	D	1
13Mar96	The Times (Lloydminster), Lloydminster, SK	12,500	W	1
20Mar96	The Vancouver Sun, Vancouver, BC	222,401	D	1
08Mar96	La Tribune, Sherbrooke, PQ	35,135	D	1

Mailing Date: 02Apr96

Sub Total 26

06Mar96	The Provost News, Provost, AB	2,150	W	2
04Mar96	Redwater Review, Redwater, AB	4,664	W	1
18Mar96	The Daily Bulletin, Kimberley, BC	1,900	D	1
06Mar96	Valleyview Valley Views, Valleyview, AB	1,600	W	1
06Mar96	Smoky Lake Signal, Smoky Lake, AB	2,300	W	1
19Mar96	Daily Townsman, Cranbrook, BC	4,500	D	1

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Expiry Date: 01 Aug 96

Customer No: 24668
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 Remarks: CENSUS 1991

===== CLIP DETAILS =====

Issue Date	Publication	Circulation	Type	Qty
13Mar96	Angus Star, Creemore, ON	3,200	W	1
20Mar96	The Enterprise, Iroquois Falls "A", ON	2,835	W	1
06Mar96	100 Mile House Free Press, 100 Mile House, BC	5,000	W	1
13Mar96	Harriston Review, Harriston, ON	1,090	W	1
20Mar96	The Burlington Post, Burlington, ON	96,100	W	1
07Mar96	Castor Advance, Castor, AB	1,037	W	1
19Mar96	The Hanover Post, Hanover, ON	4,750	W	1
	Mailing Date: 09Apr96	Sub Total		14
20Mar96	Daily News, Prince Rupert, BC	4,000	D	1
15Mar96	Gabriola Sounder, Gabriola, BC	3,500	W	1
02Apr96	The Guardian, Charlottetown, PE	23,500	D	1
27Mar96	The Wiarton Echo, Wiarton, ON	3,500	W	1
27Mar96	Orangeville Banner, Orangeville, ON	21,700	W	1
20Mar96	Tisdale Recorder, Tisdale, SK	2,500	W	1
20Mar96	The Morning Star, Vernon, BC	28,263	W	1
20Mar96	Osoyoos Times, Osoyoos, BC	2,637	W	1
16Mar96	The Abbotsford News, Abbotsford, BC	71,172	W	1
20Mar96	The Fort Nelson News, Fort Nelson, BC	2,435	W	1
25Mar96	Bassano Times, Bassano, AB	813	W	2
20Mar96	Courtenay Comox Valley Record, Courtenay, BC	17,608	W	1
11Apr96	The Toronto Star, Toronto, ON	498,620	D	1
17Mar96	Quesnel Cariboo Observer, Quesnel, BC	5,200	W	1
28Mar96	Le Devoir, Montreal, PQ	35,000	D	1
20Mar96	The Similkameen Spotlight, Princeton, BC	2,200	W	2
20Mar96	The Meridian Booster, Lloydminster, AB	15,000	W	1
28Mar96	Le Droit, Ottawa, ON	34,702	D	1
19Mar96	The Tofield Mercury, Tofield, AB	2,089	W	1
20Mar96	Wainwright Star Chronicle, Wainwright, AB	2,800	W	1
23Mar96	Le Peuple Tribune, Levis, PQ	25,084	W	1
15Mar96	The Morning Star, Vernon, BC	28,263	W	1
15Mar96	Courtenay Comox Valley Record, Courtenay, BC	17,608	W	1
12Mar96	Comox Valley Echo, Courtenay, BC	19,134	W	1

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M.H. Media Monitoring Limited

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Open Report (No Update)
 Division : 100
 Telephone : (416) 750-2220
 Billing Date : 27 Apr 96

STATISTICS CANADA

ACCOUNTS PAYABLE

RH COATES BLDG, 10TH FLOOR
 SECTION B, TUNNEY'S PASTURE
 OTTAWA, ON
 K1A 0T6

Customer No: 24668
 Customer PO: 67-72100-1005
 Topic Order: 22679
 Reference: 8166
 Remarks: CENSUS 1991

Expiry Date: 01 Aug 96

===== CLIP DETAILS =====

Issue Date	Publication	Circulation	Type	Qty
21Mar96	The Summerland Review, Summerland, BC	3,300	W	1
19Mar96	Abbotsford Times, Abbotsford, BC	37,142	W	1
14Apr96	The Toronto Sun, Toronto, ON	250,517	D	1
20Mar96	Arrow Lake News, Nakusp, BC	2,400	W	1
27Mar96	Le Journal de Montreal, Montreal, PQ	299,574	D	1
27Mar96	La Presse, Montreal, PQ	210,000	D	1
27Mar96	Le Quotidien, Chicoutimi, PQ	32,000	D	1
23Mar96	Coquitlam Now, Coquitlam, BC	48,500	W	1
Mar96	La Presse, Montreal, PQ	210,000	D	1
13Mar96	The Sylvan Lake News, Sylvan Lake, AB	1,400	W	1
27Mar96	Le Droit, Ottawa, ON	34,702	D	1
27Mar96	Le Soleil, Quebec, PQ	96,659	D	1
27Mar96	Le Devoir, Montreal, PQ	35,000	D	1
28Feb96	Lakes District News, Burns Lake, BC	1,788	W	1
27Mar96	The Sudbury Star, Sudbury, ON	28,000	D	1
13Mar96	Orangeville Citizen, Orangeville, ON	10,700	W	1
27Mar96	Ottawa Sun, Ottawa, ON	60,659	D	1
19Mar96	Cochrane This Week, Cochrane, AB	2,428	W	1
08Apr96	The Globe and Mail, Toronto, ON	330,030	D	1
05Apr96	The Globe and Mail, Toronto, ON	330,030	D	1
22Mar96	Northern Life, Sudbury, ON	45,800	W	1
19Mar96	The Herbert Herald, Herbert, SK	1,593	W	1

Mailing Date: 16Apr96

Sub Total 48

28Mar96	The Daily Graphic, Portage la Prairie, MB	4,650	D	1
28Mar96	Daily Press, Timmins, ON	11,500	D	1
01Mar96	Canadian Fruitgrower, Delhi, ON	3,500	M	1
28Mar96	The Record, Sherbrooke, PQ	6,102	D	1
26Mar96	The Neepawa Press, Neepawa, MB	2,566	W	1
28Mar96	Observer, Sarnia, ON	23,600	D	1
26Mar96	Gull Lake Advance, Gull Lake, SK	1,698	W	1
27Mar96	Oliver Chronicle, Oliver, BC	3,330	W	1
27Mar96	Temiskaming Speaker, New Liskeard, ON	7,600	W	1

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STATISTICS CANADA

ACCOUNTS PAYABLE

RH COATES BLDG, 10TH FLOOR
 SECTION B, TUNNEY'S PASTURE
 OTTAWA, ON
 K1A 0T6
 Expiry Date: 01 Aug 96

Customer No: 24668
 Customer PO: 67-72100-1005
 Topic Order: 22679
 Reference: 8166
 Remarks: CENSUS 1991

===== CLIP DETAILS =====

Issue Date	Publication	Circulation	Type	Qty
06Apr96	Kitchener-Waterloo Record, Kitchener, ON	69,780	D	1
25Mar96	The Whistler Question, Whistler, BC	4,200	W	1
22Mar96	Miramichi Weekend, Miramichi, NB	8,191	W	1
25Mar96	Daily Free Press, Nanaimo, BC	14,000	D	1
22Mar96	Courtenay Comox Valley Record, Courtenay, BC	17,608	W	2
27Mar96	The Northern Light, Bathurst, NB	8,751	W	1
01Apr96	Vegreville News Advertiser, Vegreville, AB	10,700	W	1
27Mar96	Oyen Echo, Oyen, AB	1,376	W	1
Mar96	The Interior News, Smithers, BC	4,800	W	1
27Mar96	Aldergrove Star, Aldergrove, BC	6,000	W	1
27Mar96	Whitecourt Star, Whitecourt, AB	3,179	W	1
09Apr96	Winnipeg Free Press, Winnipeg, MB	133,530	D	1
27Mar96	The Daily Gleaner, Fredericton, NB	30,689	D	1
02Apr96	The Sault Star, Sault Ste. Marie, ON	25,000	D	1
23Mar96	Weekend Advertiser, Kitimat, BC	15,800	W	1
27Mar96	The Drumheller Mail, Drumheller, AB	5,000	W	1
26Mar96	The Pincher Creek Echo, Pincher Creek, AB	2,700	W	1
27Mar96	Cochrane Northland Post, Cochrane, ON	2,891	W	1
26Mar96	The Assiniboia Times, Assiniboia, SK	4,000	W	1
01Apr96	Edson Leader, Edson, AB	3,300	W	2
26Mar96	The Advocate, Athabasca, AB	5,000	W	1
26Mar96	The County Review, Raymond, AB	1,400	W	2
27Mar96	Kirkland Lake Gazette, Kirkland Lake, ON		W	1
26Mar96	40-Mile County Commentator, Bow Island, AB	5,736	W	1
27Mar96	Tekawennake, Ohsweken, ON	2,500	E	1
29Mar96	The Times-Transcript, Moncton, NB	46,024	D	1
26Mar96	Didsbury Review, Didsbury, AB	1,603	W	1
26Mar96	the Lance, Winnipeg, MB	51,370	W	1
01Apr96	The Kamloops Daily News, Kamloops, BC	16,078	D	1
26Mar96	Virden Empire-Advance, Virden, MB	2,928	W	1
26Mar96	Southern Manitoba Review, Cartwright, MB	1,035	W	1
19Apr96	The Financial Post, Toronto, ON	104,700	D	1
27Mar96	The Morning Star, Vernon, BC	28,263	W	1
27Mar96	Saanich News, Victoria, BC	32,800	W	1

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Division : 100

Telephone : (416) 750-2220

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STATISTICS CANADA

ACCOUNTS PAYABLE

RH COATES BLDG, 10TH FLOOR

SECTION B, TUNNEY'S PASTURE

OTTAWA, ON

K1A 0T6

Expiry Date: 01 Aug 96

Customer No: 24668

Customer PO: 67-72100-1005

Topic Order: 22679

Reference: 8166

Remarks: CENSUS 1991

===== CLIP DETAILS =====

Issue Date	Publication	Circulation	Type	Qty
26Mar96	The Herald , Winnipeg, MB	39,150	W	1
27Mar96	The Vancouver Courier, Vancouver, BC	61,500	W	1
28Mar96	The Examiner, Peterborough, ON	26,247	D	1
27Mar96	Smoky River Express, Falher, AB	2,532	W	1
12Apr96	The Calgary Sun, Calgary, AB	67,960	D	1
27Mar96	Manning Banner Post, Manning, AB	1,179	W	1
04Apr96	The Daily News, Truro, NS	8,000	D	1
03Apr96	Nelson Daily News, Nelson, BC	5,000	D	1
Mar96	The Daily Courier, Kelowna, BC	20,000	D	1
30Mar96	Cape Breton Post, Sydney, NS	32,200	D	1
Mailing Date: 23Apr96				Sub Total 56
Grand Total				144

===== Publication Type Summary =====

Publication Type	No. of Clips	Circulation
Dailies	45	3,923,093
Ethnic	1	2,500
Magazines	3	33,797
Community Papers	95	979,607
Grand Totals	144	4,938,997

===== Publication Type Summary by Province =====

Province	Publication Type	No. of Clips	Circulation
ALBERTA	Dailies	2	208,867
	Community Papers	34	122,622
	Province Totals	36	331,489

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STATISTICS CANADA
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 RH COATES BLDG, 10TH FLOOR
 SECTION B, TUNNEY'S PASTURE
 OTTAWA, ON
 K1A 0T6
 Expiry Date: 01 Aug 96

Customer No: 24668
 Customer PO: 67-72100-1005
 Topic Order: 22679
 Reference: 8166
 Remarks: CENSUS 1991

===== Publication Type Summary by Province =====

Province	Publication Type	No. of Clips	Circulation
BRITISH COLUMBIA	Dailies	8	287,879
	Community Papers	29	473,301
	Province Totals	37	761,180
MANITOBA	Dailies	2	138,180
	Community Papers	5	97,049
	Province Totals	7	235,229
NEW BRUNSWICK	Dailies	3	107,713
	Community Papers	2	16,942
	Province Totals	5	124,655
NOVA SCOTIA	Dailies	2	40,200
	Community Papers	1	1,438
	Province Totals	3	41,638
ONTARIO	Dailies	18	2,157,284
	Ethnic	1	2,500
	Magazines	3	33,797
	Community Papers	17	218,241
	Province Totals	39	2,411,822
PRINCE EDWARD ISLAND	Dailies	1	23,500
	Province Totals	1	23,500
QUEBEC	Dailies	9	959,470
	Community Papers	1	25,084
	Province Totals	10	984,554

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Division : 100

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STATISTICS CANADA

ACCOUNTS PAYABLE

RH COATES BLDG, 10TH FLOOR

SECTION B, TUNNEY'S PASTURE

OTTAWA, ON

K1A 0T6

Expiry Date: 01 Aug 96

Customer No: 24668

Customer PO: 67-72100-1005

Topic Order: 22679

Reference: 8166

Remarks: CENSUS 1991

===== Publication Type Summary by Province =====

Province	Publication Type	No. of Clips	Circulation
SASKATCHEWAN	Community Papers	6	24,930
	Province Totals	6	24,930
	Grand Totals	144	4,938,997

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STATISTICS CANADA

ACCOUNTS PAYABLE

RH COATES BLDG, 10TH FLOOR
 SECTION B, TUNNEY'S PASTURE
 OTTAWA, ON
 K1A 0T6

Expiry Date: 01 Aug 96

Customer No: 24668
 Customer PO: 67-72100-1005
 Topic Order: 22679
 Reference: 8166
 Remarks: CENSUS 1991

===== CLIP DETAILS =====

Issue Date	Publication	Circulation	Type	Qty
02Apr96	The Tribune (Sturgeon Falls), Sturgeon Falls, ON	2,000	W	1
10Apr96	The Weekly Advance, Kemptville, ON	5,000	W	1
26Mar96	The Tribune (Sturgeon Falls), Sturgeon Falls, ON	2,000	W	1
10Apr96	Tillsonburg Independent News, Tillsonburg, ON	21,000	W	1
03Apr96	The Manitoulin Recorder, Gore Bay, ON	4,081	W	1
02Apr96	The Vanguard, Yarmouth, NS	15,500	W	1
12Apr96	Le Quotidien, Chicoutimi, PQ	32,000	D	1
30Mar96	Le Nord-Info, Ste-Therese, PQ	47,730	W	1
07Apr96	Le Courrier De Portneuf, Donnacona, PQ	27,079	W	1
10Apr96	Winchester Press, Winchester, ON	4,300	W	1
27Mar96	The Banff Crag & Canyon, Banff, AB	3,767	W	1
09Apr96	Fairview Post, Fairview, AB	3,928	W	1
27Mar96	Cold Lake Courier, Medley, AB	4,000	W	1
27Mar96	The Echo (High Level), High Level, AB	1,500	W	1
27Mar96	The Mile Zero News, Grimshaw, AB	1,975	W	1
03Apr96	The Northern Light, Bathurst, NB	8,751	W	1
13Apr96	Journal Pioneer, Summerside, PE	11,000	D	1
12Apr96	Daily Herald, Prince Albert, SK	10,000	D	1
12Apr96	Chronicle-Journal, Thunder Bay, ON	30,000	D	1
12Apr96	The Kamloops Daily News, Kamloops, BC	18,000	D	1
09Apr96	North Thompson Times, Clearwater, BC	3,822	W	1
13Apr96	The Edmonton Sun, Edmonton, AB	74,542	D	1
20Mar96	Eagle Valley News, Sicamous, BC	1,160	W	1
03Apr96	The Gazette, Grand Forks, BC	3,763	W	1
28Mar96	Maidstone Mirror, North Battleford, SK	1,343	W	1
29Mar96	The Jewish Bulletin, Vancouver, BC	5,200	E	1
27Mar96	North Island Gazette, Port Hardy, BC	3,500	W	1

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STATISTICS CANADA

ACCOUNTS PAYABLE

RH COATES BLDG, 10TH FLOOR

SECTION B, TUNNEY'S PASTURE

OTTAWA, ON

K1A 0T6

Expiry Date: 01 Aug 96

Customer No: 24668

Customer PO: 67-72100-1005

Topic Order: 22679

Reference: 8166

Remarks: CENSUS 1991

===== CLIP DETAILS =====

Issue Date	Publication	Circulation	Type	Qty
03Apr96	Coquitlam Now, Coquitlam, BC	48,500	W	1
31Mar96	Burnaby Now, Burnaby, BC	47,245	W	1
05Apr96	Miramichi Weekend, Miramichi, NB	8,191	W	1
12Apr96	Times-Colonist, Victoria, BC	73,000	D	1
12Apr96	The Ottawa Citizen, Ottawa, ON	145,952	D	1
02Apr96	Kings County Record, Sussex, NB	5,235	W	1
12Apr96	The Lethbridge Herald, Lethbridge, AB	28,257	D	1
12Apr96	The Edmonton Journal, Edmonton, AB	172,000	D	1
29Mar96	Nunatsiaq News, Iqaluit, NT	6,000	E	1
12Apr96	The Calgary Herald, Calgary, AB	118,862	D	1
27Mar96	The Estevan Mercury, Estevan, SK	4,300	W	1
09Apr96	The Daily Graphic, Portage la Prairie, MB	4,650	D	1
28Mar96	South Okanagan Review, Okanagan Falls, BC	1,500	W	1
02Apr96	Virden Empire-Advance, Virden, MB	2,928	W	1
12Apr96	Star Phoenix, Saskatoon, SK	63,500	D	1
29Mar96	Gabriola Sounder, Gabriola, BC	3,500	W	1
10Apr96	Eagle Valley News, Sicamous, BC	1,160	W	1
02Apr96	Roblin Review, Roblin, MB	2,500	W	1
03Apr96	La Voix Acadienne, Summerside, PE	1,200	W	1
12Apr96	Daily Herald-Tribune, Grande Prairie, AB	8,600	D	1
18Apr96	Winnipeg Free Press, Winnipeg, MB	134,493	D	1
01Apr96	Rosetown Eagle, Rosetown, SK	2,639	W	1
12Apr96	The Winnipeg Sun, Winnipeg, MB	50,000	D	1
12Apr96	Red Deer Advocate, Red Deer, AB	19,756	D	1
12Apr96	Review, Niagara Falls, ON	20,000	D	1
30Mar96	Surrey/North Delta Now, Surrey, BC	105,000	W	1
03Apr96	Courtenay Comox Valley Record, Courtenay, BC	17,608	W	1

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STATISTICS CANADA

ACCOUNTS PAYABLE

RH COATES BLDG, 10TH FLOOR
 SECTION B, TUNNEY'S PASTURE
 OTTAWA, ON
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Expiry Date: 01 Aug 96

Customer No: 24668
 Customer PO: 67-72100-1005
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 Reference: 8166
 Remarks: CENSUS 1991

===== CLIP DETAILS =====

Issue Date	Publication	Circulation	Type	Qty
03Apr96	Langley Times, Langley, BC	37,000	W	1
13Apr96	The Recorder and Times, Brockville, ON	17,100	D	1
12Apr96	Observer, Sarnia, ON	24,500	D	1
12Apr96	The Whig-Standard, Kingston, ON	29,912	D	1
03Apr96	The Star & Times, Swan River, MB	4,756	W	1
18Apr96	The Province, Vancouver, BC	178,469	D	1
12Apr96	Welland-Port Colborne Tribune, Welland, ON	18,500	D	1
02Apr96	Chilliwack Times, Chilliwack, BC	25,500	W	1
18Apr96	The Edmonton Sun, Edmonton, AB	74,542	D	1
19Apr96	The Guardian, Charlottetown, PE	23,500	D	1
15Apr96	The Whig-Standard, Kingston, ON	29,912	D	1
12Apr96	Daily Press, Timmins, ON	11,800	D	1
18Apr96	The Hamilton Spectator, Hamilton, ON	111,500	D	1
02Apr96	Southern Manitoba Review, Cartwright, MB	1,035	W	1
15Apr96	The London Free Press, London, ON	106,129	D	1
26Apr96	The Globe and Mail, Toronto, ON	330,030	D	1

Mailing Date: 30Apr96

Sub Total 70

03Apr96	100 Mile House Free Press, 100 Mile House, BC	5,000	W	1
06May96	The Toronto Star, Toronto, ON	498,620	D	1
10Apr96	Terrace Standard, Terrace, BC	8,000	W	1
22Apr96	Times-Colonist, Victoria, BC	73,000	D	2
08Apr96	Ponoka News & Advertiser, Ponoka, AB	6,158	W	1
16Apr96	Woodbridge Advertiser, Loretto, ON	6,500	W	1
17Apr96	Port Dover Maple Leaf, Port Dover, ON	4,900	W	1
17Apr96	The Alliston Herald, Alliston, ON	6,200	W	1

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STATISTICS CANADA

ACCOUNTS PAYABLE

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SECTION B, TUNNEY'S PASTURE

OTTAWA, ON

K1A 0T6

Expiry Date: 01 Aug 96

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Remarks: CENSUS 1991

===== CLIP DETAILS =====

Issue Date	Publication	Circulation	Type	Qty
19Apr96	Capital Xtra, Ottawa, ON	14,000	M	1
15Apr96	The Ponoka Herald, Ponoka, AB	6,100	W	1
09Apr96	Tuesday Times-Reformer, Simcoe, ON		W	1
10Apr96	The Review (Vankleek Hill), Vankleek Hill, ON	3,725	W	1
05Apr96	Le Courrier de la Nouv. Ecosse, Yarmouth, NS	3,000	W	1
02Apr96	Fairview Post, Fairview, AB	3,928	W	1
07Apr96	Scope Newspaper, Slave Lake, AB	1,950	W	1
11Apr96	Castor Advance, Castor, AB	1,037	W	1
17Apr96	The Haldimand Press, Hagersville, ON	4,750	W	1
03Apr96	The Provost News, Provost, AB	2,150	W	1
10Apr96	The Teeswater News, Teeswater, ON	1,650	W	1
17Apr96	The Wheatley Journal, Wheatley, ON	1,300	W	2
09Apr96	The Era-Banner, Newmarket, ON	51,000	W	1
06Apr96	Le Nord-Info, Ste-Therese, PQ	47,730	W	1
05Apr96	La Nouvelle De Sherbrooke, Sherbrooke, PQ	43,500	W	1
18Apr96	Daily Miner and News, Kenora, ON	4,700	D	1
19Apr96	Daily Herald-Tribune, Grande Prairie, AB	8,600	D	1
18Apr96	The Expositor, Brantford, ON	27,000	D	1
18Apr96	Le Droit, Ottawa, ON	34,702	D	1
10Apr96	Omineca Express/Bugle, Vanderhoof, BC	2,500	W	1
18Apr96	The Standard, St. Catharines, ON	38,000	D	2
08Apr96	The Daily Courier, Kelowna, BC	20,000	D	1
23Apr96	The Vancouver Sun, Vancouver, BC	222,401	D	1
15Apr96	The Aurora (Lab. City), Labrador City, NF	3,500	W	1
19Apr96	Alaska Highway Daily News, Fort St. John, BC	3,500	D	1
18Apr96	The Intelligencer, Belleville, ON	18,500	D	1
12Apr96	La Tribune, Sherbrooke, PQ	35,135	D	1

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STATISTICS CANADA

ACCOUNTS PAYABLE

RH COATES BLDG, 10TH FLOOR
 SECTION B, TUNNEY'S PASTURE
 OTTAWA, ON
 K1A 0T6
 Expiry Date: 01 Aug 96

Customer No: 24668
 Customer PO: 67-72100-1005
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===== CLIP DETAILS =====

Issue Date	Publication	Circulation	Type	Qty
18Apr96	Barrie Examiner, Barrie, ON	11,148	D	1
18Apr96	The Western Star, Corner Brook, NF	12,000	D	1
18Apr96	Le Journal de Montreal, Montreal, PQ	330,000	D	1
18Apr96	Daily News, Amherst, NS	4,700	D	1
16Apr96	The Georgian, Stephenville, NF	3,300	W	1
10Apr96	Langley Times, Langley, BC	37,000	W	1
10Apr96	Sooke News Mirror, Sooke, BC	5,100	W	1
23Apr96	The Edmonton Journal, Edmonton, AB	172,000	D	1
18Apr96	The Lethbridge Herald, Lethbridge, AB	28,257	D	1
18Apr96	Daily Free Press, Nanaimo, BC	10,000	D	1
08Apr96	Powell River Town Crier, Powell River, BC	5,600	W	1
18Apr96	The Daily Graphic, Portage la Prairie, MB	4,650	D	1
21Apr96	The Examiner, Peterborough, ON	26,247	D	1
18Apr96	The Examiner, Peterborough, ON	26,247	D	1
17Apr96	Brandon Sun, Brandon, MB	20,800	D	1
19Apr96	Observer, Sarnia, ON	24,500	D	1
19Apr96	Moose Jaw Times-Herald, Moose Jaw, SK	10,300	D	1
17Apr96	The Peace Arch News, Surrey, BC	28,250	W	1
18Apr96	La Presse, Montreal, PQ	210,000	D	1
22Apr96	The Western Star, Corner Brook, NF	12,000	D	1
19Apr96	Chronicle-Journal, Thunder Bay, ON	30,000	D	1
26Apr96	The Edmonton Journal, Edmonton, AB	172,000	D	1
22Apr96	The Daily Bulletin, Kimberley, BC	2,000	D	1
19Apr96	The London Free Press, London, ON	106,129	D	1
18Apr96	Kitchener-Waterloo Record, Kitchener, ON	69,780	D	1
20Apr96	Chronicle-Journal, Thunder Bay, ON	30,000	D	1
17Apr96	Goldstream News Gazette, Victoria, BC	14,000	W	1

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STATISTICS CANADA

ACCOUNTS PAYABLE

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 Customer PO: 67-72100-1005
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 Reference: 8166
 Remarks: CENSUS 1991

===== CLIP DETAILS =====

Issue Date	Publication	Circulation	Type	Qty
18Apr96	La Tribune, Sherbrooke, PQ	35,135	D	1
18Apr96	Le Quotidien, Chicoutimi, PQ	32,000	D	1
18Apr96	Le Nouvelliste, Trois-Rivieres, PQ	50,356	D	1
20Apr96	The Leader Post, Regina, SK	65,813	D	1
18Apr96	The Vancouver Sun, Vancouver, BC	222,401	D	2
18Apr96	The Edmonton Journal, Edmonton, AB	172,000	D	1
06Apr96	Weekend Advertiser, Kitimat, BC	15,800	W	1
16Apr96	The Lindsay Post, Lindsay, ON	8,400	D	1
10Apr96	The Interior News, Smithers, BC	4,800	W	2
30Apr96	The Toronto Star, Toronto, ON	498,620	D	1
18Apr96	The Nugget, North Bay, ON	21,740	D	1
17Apr96	Daily Townsman, Cranbrook, BC	4,500	D	1
23Apr96	The Evening Telegram, St. John's, NF	41,549	D	1
23Apr96	Times-Colonist, Victoria, BC	73,000	D	1
15Apr96	The Times-Transcript, Moncton, NB	46,024	D	1
18Apr96	The London Free Press, London, ON	106,129	D	1
18Apr96	Le Soleil, Quebec, PQ	96,659	D	1
03Apr96	Oliver Chronicle, Oliver, BC	3,330	W	1
10Apr96	Lakes District News, Burns Lake, BC	1,788	W	1
10Apr96	Osoyoos Times, Osoyoos, BC	2,637	W	1
12Apr96	Daily Free Press, Nanaimo, BC	10,000	D	1
24Apr96	The Windsor Star, Windsor, ON	82,000	D	3
19Apr96	The Western Star, Corner Brook, NF	12,000	D	1
23Apr96	Telegraph-Journal (Morning), Saint John, NB	33,200	D	1
10Apr96	The Observer, Hartland, NB	5,400	W	1
13Apr96	The Daily Graphic, Portage la Prairie, MB	4,650	D	1

Mailing Date: 07May96

Sub Total 95

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 Division : 100
 Telephone : (416)750-2220
 Billing Date : 27 May 96

STATISTICS CANADA

ACCOUNTS PAYABLE

RH COATES BLDG, 10TH FLOOR
 SECTION B, TUNNEY'S PASTURE
 OTTAWA, ON
 K1A 0T6
 Expiry Date: 01 Aug 96

Customer No: 24668
 Customer PO: 67-72100-1005
 Topic Order: 22679
 Reference: 8166
 Remarks: CENSUS 1991

===== CLIP DETAILS =====

Issue Date	Publication	Circulation	Type	Qty
01May96	Canadian Living, North York, ON	550,000	M	1
17Apr96	The Manitoulin Expositor, Little Current, ON	5,700	W	1
24Apr96	Innisfil Scope, Beeton, ON	2,100	W	1
17Apr96	The Chesterville Record, Chesterville, ON	3,500	W	1
22Apr96	The Wellington Advertiser, Fergus, ON	29,500	W	1
17Apr96	Blenheim News Tribune, Blenheim, ON	2,579	W	1
10Apr96	Le Voyageur, Sudbury, ON	3,900	W	1
24Apr96	Delhi News-Record, Delhi, ON	3,700	W	1
17Apr96	Stouffville Tribune, Stouffville, ON	16,000	W	1
20Apr96	Independent Plus, Listowel, ON	20,358	W	1
17Apr96	Colborne Chronicle, Colborne, ON	1,762	W	1
10Apr96	Le Carillon, Hawkesbury, ON	10,000	W	1
17Apr96	South Peace News, High Prairie, AB	2,211	W	1
25Apr96	Manitoba Co-Operator, Winnipeg, MB	36,000	M	1
16Apr96	Grainews, Winnipeg, MB	52,000	M	1
24Apr96	Melville Advance, Melville, SK	4,200	W	1
17Apr96	The Carillon, Steinbach, MB	15,400	W	1
14Apr96	Meadow Lake Progress, Meadow Lake, SK	4,838	W	1
08Apr96	The Interlake Spectator, Stonewall, MB	13,258	W	1
08Apr96	N.E. Region Community Booster, Nipawin, SK	18,835	W	1
11Apr96	The Saskatchewan Valley News, Rosthern, SK	3,628	W	1
10Apr96	The Hub, Hay River, NT	4,100	W	1
08Apr96	Selkirk Journal, Stonewall, MB	17,089	W	1
23Apr96	Eckville Examiner, Rimbey, AB	603	W	1
17Apr96	Smoky River Express, Falher, AB	2,532	W	1
17Apr96	Olds Gazette, Olds, AB	3,800	W	1
17Apr96	The Macleod Gazette, Fort Macleod, AB	1,597	W	1

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SECTION B, TUNNEY'S PASTURE

OTTAWA, ON

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Remarks: CENSUS 1991

===== CLIP DETAILS =====

Issue Date	Publication	Circulation	Type	Qty
23Apr96	The Tofield Mercury, Tofield, AB	2,089	W	1
16Apr96	St-Paul Journal, St-Paul, AB	5,100	W	1
16Apr96	Rocky View/Five Village Weekly, Irricana, AB	10,950	W	1
23Apr96	The County Review, Raymond, AB	1,400	W	2
16Apr96	Calgary Rural Times, Cochrane, AB	13,076	W	1
24Apr96	The Intelligencer, Belleville, ON	18,500	D	1
10May96	The Globe and Mail, Toronto, ON	330,030	D	1
17Apr96	The Bugle, Woodstock, NB	6,870	W	1
11Apr96	The Whistler Question, Whistler, BC	4,200	W	1
21Apr96	The Lethbridge Herald, Lethbridge, AB	28,257	D	1
20Apr96	Nanaimo Times, Nanaimo, BC	35,500	W	1
02May96	The Ottawa Citizen, Ottawa, ON	145,952	D	1
17Apr96	The Interior News, Smithers, BC	4,800	W	1
13May96	The Toronto Star, Toronto, ON	498,620	D	1
12Apr96	Le Soleil De Colombie, Vancouver, BC	2,800	W	1
17Apr96	Eagle Valley News, Sicamous, BC	1,160	W	1
26Apr96	The Kamloops Daily News, Kamloops, BC	18,000	D	1
10May96	The Toronto Star, Toronto, ON	498,620	D	1
18Apr96	Standard-Freeholder, Cornwall, ON	19,000	D	1
23Apr96	Peace River Block News, Dawson Creek, BC	2,800	D	1
24Apr96	The Kamloops Daily News, Kamloops, BC	18,000	D	1
23Apr96	Squamish Chief, Squamish, BC	4,271	W	1
07May96	The Globe and Mail, Toronto, ON	330,030	D	1
22Apr96	Daily News, Prince Rupert, BC	4,000	D	1
17Apr96	Aldergrove Star, Aldergrove, BC	6,000	W	1
04May96	The Weekend Guardian/Patriot, Charlottetown, PE	25,000	D	1
03May96	Telegraph-Journal (Morning), Saint John, NB	33,200	D	1

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 Remarks: CENSUS 1991

===== CLIP DETAILS =====

Issue Date	Publication	Circulation	Type	Qty
24Apr96	The Bugle, Woodstock, NB	6,870	W	1
04May96	The Edmonton Journal, Edmonton, AB	172,000	D	2
27Apr96	The Kamloops Daily News, Kamloops, BC	18,000	D	1
23Apr96	Miramichi Leader, Miramichi, NB	7,909	W	1
20Apr96	Times-Journal, St. Thomas, ON	9,500	D	1
22Apr96	Brandon Sun, Brandon, MB	20,800	D	1
25Apr96	Daily Townsman, Cranbrook, BC	4,500	D	1
13Apr96	Weekend Advertiser, Kitimat, BC	15,800	W	1
22Apr96	The Daily Times, Trail, BC	6,550	D	1
11May96	The Globe and Mail, Toronto, ON	330,030	D	1
24Apr96	The Register, Berwick, NS	3,200	W	1
22Apr96	The Birtle Eye-Witness, Shoal Lake, MB	1,500	W	1
20Apr96	Le Nord-Info, Ste-Therese, PQ	47,730	W	1
27Apr96	The Ottawa Citizen, Ottawa, ON	145,952	D	1
29Apr96	Kitchener-Waterloo Record, Kitchener, ON	69,780	D	1
27Apr96	The Edmonton Journal, Edmonton, AB	172,000	D	1
18Apr96	The Prince George Citizen, Prince George, BC	18,000	D	1
28Apr96	Times-Colonist, Victoria, BC	73,000	D	1
27Apr96	The London Free Press, London, ON	106,129	D	1
07May96	The Toronto Star, Toronto, ON	498,620	D	1
23Apr96	The Western Star, Corner Brook, NF	12,000	D	1
05May96	The Toronto Sun, Toronto, ON	250,517	D	1
24Apr96	Cambridge Reporter, Cambridge, ON	10,000	D	1
15Apr96	Creston Valley Advance, Creston, BC	4,500	W	1
03May96	Times-Colonist, Victoria, BC	73,000	D	1
20Apr96	The Evening News, New Glasgow, NS	11,000	D	1
28Apr96	The Province, Vancouver, BC	178,469	D	1

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===== CLIP DETAILS =====

Issue Date	Publication	Circulation	Type	Qty
18Apr96	The Daily News, Chatham, ON	16,900	D	1
22Apr96	The Beacon Herald, Stratford, ON	13,500	D	1
18Apr96	The Penticton Herald, Penticton, BC	8,700	D	1
17Apr96	The Free Press, Fernie, BC	8,700	W	1
07May96	The Toronto Sun, Toronto, ON	250,517	D	1
23Apr96	The Daily News, Chatham, ON	16,900	D	1
12Apr96	The Whitehorse Star, Whitehorse, YT	4,200	D	1
23Apr96	Alaska Highway Daily News, Fort St. John, BC	3,500	D	1
23Apr96	Alberni Valley Times, Port Alberni, BC	7,000	D	1
22Apr96	Daily Townsman, Cranbrook, BC	4,500	D	1
22Apr96	Nelson Daily News, Nelson, BC	5,000	D	1
18Apr96	Review, Niagara Falls, ON	20,000	D	1
23Apr96	Le Droit, Ottawa, ON	34,702	D	1
17Apr96	The Morning Star, Vernon, BC	28,263	W	1
18Apr96	The Advertiser (Grand Falls), Grand Falls-Windso	11,400	W	1
19Apr96	Kamloops This Week, Kamloops, BC	28,468	W	1
20Apr96	Daily Sentinel-Review, Woodstock, ON	9,579	D	1
24Apr96	Peace River Block News, Dawson Creek, BC	2,800	D	1
22Apr96	Observer, Sarnia, ON	24,500	D	1
24Apr96	The Gazette, Grand Forks, BC	3,763	W	1
19Apr96	Le Gaboteur, Stephenville, NF	1,000	W	1
29Apr96	The Edmonton Journal, Edmonton, AB	172,000	D	2
03May96	The Calgary Sun, Calgary, AB	67,960	D	1
23Apr96	The Prince George Citizen, Prince George, BC	18,000	D	1
13Apr96	L'Eveil, St-Eustache, PQ	37,500	W	1
03Apr96	Le Canada Francais, St-Jean, PQ	15,913	W	1
13Apr96	Le Progres De Coaticook, Coaticook, PQ	7,585	W	1

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===== CLIP DETAILS =====

Issue Date	Publication	Circulation	Type	Qty
23Apr96	Post Review, Hudson Bay, SK	2,100	W	1
22Apr96	The Outlook, Outlook, SK	3,048	W	1
23Apr96	The Whitewood Herald, Whitewood, SK	1,143	W	1
22Apr96	The Hamiota Echo, Shoal Lake, MB	1,400	W	1
16Apr96	Herald Leader Press, Portage La Prairie, MB	6,700	W	1
22Apr96	Neepawa Banner, Neepawa, MB	4,300	W	1
10Apr96	Deloraine Times & Star, Deloraine, MB	1,450	W	1
23Apr96	Gull Lake Advance, Gull Lake, SK	1,698	W	1
17Apr96	The Kindersley Clarion, Kindersley, SK	3,700	W	1
15Apr96	Unity Northwest Herald, Unity, SK	2,300	W	1
	Mailing Date: 14May96	Sub Total		121
19Apr96	La Liberte, St-Boniface, MB	4,300	W	1
24Apr96	Opasquia Times, The Pas, MB	3,103	W	2
12Apr96	La Liberte, St-Boniface, MB	4,300	W	1
23Apr96	Roblin Review, Roblin, MB	2,500	W	1
23Apr96	Southern Manitoba Review, Cartwright, MB	1,035	W	1
25Apr96	The Hope Standard, Hope, BC	2,850	W	1
30Apr96	The Sun Times, Owen Sound, ON	23,680	D	1
04May96	The Daily News, Chatham, ON	16,900	D	1
07May96	Winnipeg Free Press, Winnipeg, MB	134,493	D	2
01May96	Cdn. Medical Assn. Journal, Ottawa, ON	58,000	M	1
29Apr96	Trentonian/Tri-County News, Trenton, ON	7,985	W	1
25Apr96	Nanaimo Times, Nanaimo, BC	35,500	W	1
04May96	Le Journal de Quebec, Ville Vanier, PQ	102,405	D	1
24Apr96	The Gander Beacon, Gander, NF	7,125	W	1

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STATISTICS CANADA

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OTTAWA, ON

K1A 0T6

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===== CLIP DETAILS =====

Issue Date	Publication	Circulation	Type	Qty
07May96	The Winnipeg Sun, Winnipeg, MB	50,000	D	1
02May96	Chronicle-Journal, Thunder Bay, ON	30,000	D	1
07May96	Evening Times-Globe, Saint John, NB	34,000	D	1
07May96	Times-Colonist, Victoria, BC	73,000	D	1
30Apr96	The Kamloops Daily News, Kamloops, BC	18,000	D	1
29Apr96	Daily Star, Cobourg, ON	6,500	D	1
01May96	The Recorder and Times, Brockville, ON	17,100	D	1
07May96	The Evening Telegram, St. John's, NF	41,549	D	1
07May96	The Mail Star, Halifax, NS	44,704	D	1
23Apr96	The Rimbey Record, Rimbey, AB	2,105	W	1
24Apr96	Manning Banner Post, Manning, AB	1,179	W	1
25Apr96	The Tribune (W. Lake), Williams Lake, BC	6,103	W	1
27Apr96	Weekend Advertiser, Kitimat, BC	15,800	W	1
04May96	Moose Jaw Times-Herald, Moose Jaw, SK	10,300	D	1
23Apr96	The Community Press, Sedgewick, AB	3,590	W	1
07May96	The Chronicle-Herald, Halifax, NS	96,733	D	1
24Apr96	The Similkameen Spotlight, Princeton, BC	2,200	W	1
24Apr96	The Mile Zero News, Grimshaw, AB	1,975	W	1
02May96	La Tribune, Sherbrooke, PQ	35,135	D	1
02May96	Xtra West, Vancouver, BC	27,500	M	1
24Apr96	100 Mile House Free Press, 100 Mile House, BC	5,000	W	1
24Apr96	The Mirror (Campbell River), Campbell River, BC	22,200	W	1
26Apr96	Gabriola Sounder, Gabriola, BC	3,500	W	1
29Apr96	Cape Breton Post, Sydney, NS	32,200	D	1
30Apr96	Scugog Citizen, Port Perry, ON	13,500	W	1
24Apr96	The Advertiser (Beaverlodge), Beaverlodge, AB	1,888	W	1
24Apr96	The Echo (High Level), High Level, AB	1,500	W	1

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Issue Date	Publication	Circulation	Type	Qty
25Apr96	The Abbotsford News, Abbotsford, BC	71,172	W	1
24Apr96	The Three Hills Capital, Three Hills, AB	4,100	W	1
27Apr96	The Enterprise-Bulletin, Collingwood, ON	5,500	W	1
19Apr96	Le Courrier de la Nouv. Ecosse, Yarmouth, NS	3,000	W	1
24Apr96	The Bulletin (Bridgewater), Bridgewater, NS	8,530	W	2
24Apr96	The Manitoulin Recorder, Gore Bay, ON	4,081	W	1
17Apr96	Le Voyageur, Sudbury, ON	3,900	W	1
16Apr96	The Tribune (Sturgeon Falls), Sturgeon Falls, ON	2,000	W	1
24Apr96	The North Huron Citizen, Blyth, ON	2,132	W	1
01May96	The Standard, Elliot Lake, ON	5,626	W	1
30Apr96	Barry's Bay This Week, Barry's Bay, ON	5,200	W	1
17Apr96	Le Metropolitain, Mississauga, ON	3,000	W	1
17Apr96	La Boite a Nouvelles, Iroquois Falls "A", ON	1,500	W	1
06May96	The Gazette, Montreal, PQ	158,493	D	1
06May96	The Edmonton Sun, Edmonton, AB	74,542	D	1
06May96	The Edmonton Journal, Edmonton, AB	172,000	D	1
24Apr96	Le Quotidien, Chicoutimi, PQ	32,000	D	1
07May96	The Hamilton Spectator, Hamilton, ON	111,500	D	1
07May96	The Province, Vancouver, BC	178,469	D	1
06May96	The Leader Post, Regina, SK	65,813	D	1
07May96	Star Phoenix, Saskatoon, SK	63,500	D	1
16May96	The Toronto Star, Toronto, ON	498,620	D	1
15May96	The Globe and Mail, Toronto, ON	330,030	D	1
04May96	Observer, Sarnia, ON	24,500	D	2
09May96	The Gazette, Montreal, PQ	158,493	D	1
25Apr96	Alberni Valley Times, Port Alberni, BC	7,000	D	1
09May96	The Calgary Sun, Calgary, AB	67,960	D	1

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Issue Date	Publication	Circulation	Type	Qty
08May96	Evening Times-Globe, Saint John, NB	34,000	D	2
08May96	The Province, Vancouver, BC	178,469	D	1
07May96	L'Acadie Nouvelle, Caraquet, NB	20,000	D	1
21Apr96	Quesnel Cariboo Observer, Quesnel, BC	5,200	W	1
25Apr96	The Daily Bulletin, Kimberley, BC	2,000	D	1
30Apr96	Moose Jaw Times-Herald, Moose Jaw, SK	10,300	D	1
03May96	The Sault Star, Sault Ste. Marie, ON	25,000	D	1
23Apr96	Miramichi Leader, Miramichi, NB	7,909	W	1
08May96	The Daily News, Halifax, NS	26,857	D	1
09May96	Kitchener-Waterloo Record, Kitchener, ON	69,780	D	1
04May96	The Daily Gleaner, Fredericton, NB	30,689	D	1
10Apr96	The Fort Nelson News, Fort Nelson, BC	2,435	W	1
08May96	The Vancouver Sun, Vancouver, BC	222,401	D	1
17May96	The Globe and Mail, Toronto, ON	330,030	D	1
30Apr96	The Whitehorse Star, Whitehorse, YT	4,200	D	2
01May96	Today's Seniors (Toronto), Oakville, ON	570,000	M	1
13Apr96	Le Nord-Info, Ste-Therese, PQ	47,730	W	1
23Apr96	Ladysmith-Chemainus Chronicle, Ladysmith, BC	3,000	W	2
17Apr96	The Courier-Islander, Campbell River, BC	8,200	W	1
01May96	Red Deer Advocate, Red Deer, AB	19,756	D	1
23Apr96	The Sault Star, Sault Ste. Marie, ON	25,000	D	1
04May96	The Calgary Sun, Calgary, AB	67,960	D	1
23Apr96	Kings County Record, Sussex, NB	5,235	W	1
17Apr96	La Concorde, St-Eustache, PQ	25,375	W	1
24Apr96	The Humber Log, Corner Brook, NF	5,300	W	1
25Apr96	The Examiner, Peterborough, ON	26,247	D	1
21Apr96	New Westminster News Leader, Burnaby, BC	14,455	W	1

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Issue Date	Publication	Circulation	Type	Qty
02May96	Daily Townsman, Cranbrook, BC	4,500	D	1
03May96	The Hamilton Spectator, Hamilton, ON	111,500	D	1
19Apr96	Chilliwack Times, Chilliwack, BC	25,500	W	1
04May96	Kitchener-Waterloo Record, Kitchener, ON	69,780	D	2
24Apr96	Nelson Daily News, Nelson, BC	5,000	D	1
26Apr96	The Intelligencer, Belleville, ON	18,500	D	1
18Apr96	Daily News, Vernon, BC	5,000	D	1
04May96	The Mail Star, Halifax, NS	44,704	D	1
21Apr96	Burnaby News Leader, Burnaby, BC	46,753	W	1
27Apr96	Journal Pioneer, Summerside, PE	11,000	D	1
01May96	Focus On Women, Victoria, BC	30,000	M	1
27Apr96	Chronicle-Journal, Thunder Bay, ON	30,000	D	1
11May96	The Toronto Star, Toronto, ON	498,620	D	1
04May96	The Chronicle-Herald, Halifax, NS	96,733	D	1
06May96	The Guardian, Charlottetown, PE	23,500	D	1
23Apr96	Comox Valley Echo, Courtenay, BC	19,134	W	1
26Apr96	Review, Niagara Falls, ON	20,000	D	1
14May96	The Toronto Star, Toronto, ON	498,620	D	3
30Apr96	The Standard, St. Catharines, ON	38,000	D	1
01May96	Chronicle-Journal, Thunder Bay, ON	30,000	D	1
01May96	The Guelph Mercury, Guelph, ON	17,500	D	1
24Apr96	Oliver Chronicle, Oliver, BC	3,330	W	1
24Apr96	The Schomberg Record Sentinel, Beeton, ON	850	W	1
18Apr96	Le Moniteur Acadien, Shediac, NB	6,500	W	1
03May96	The Calgary Herald, Calgary, AB	118,862	D	1
21Apr96	Burnaby Now, Burnaby, BC	47,245	W	1
07May96	The Guardian, Charlottetown, PE	23,500	D	2

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Issue Date	Publication	Circulation	Type	Qty
06May96	The Sudbury Star, Sudbury, ON	28,000	D	1
29Apr96	Reformer, Simcoe, ON	10,300	D	1
29Apr96	Daily News, Prince Rupert, BC	4,000	D	1
07May96	The Ottawa Citizen, Ottawa, ON	145,952	D	1
01May96	Le Nouvelliste, Trois-Rivieres, PQ	50,356	D	1
Mailing Date: 21May96				-----
				Sub Total 138
				====
				Grand Total 424
				====

===== Publication Type Summary =====

Publication Type	No. of Clips	Circulation
Dailies	221	16,419,947
Ethnic	2	11,200
Magazines	8	1,337,500
Community Papers	193	1,918,055
Grand Totals		-----
		424 19,686,702
		=====

===== Publication Type Summary by Province =====

Province	Publication Type	No. of Clips	Circulation
ALBERTA	Dailies	25	2,182,713

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Province	Publication Type	No. of Clips	Circulation
	Community Papers	29	96,188
	Province Totals	54	2,278,901
BRITISH COLUMBIA	Dailies	44	2,071,929
	Ethnic	1	5,200
	Magazines	2	57,500
	Community Papers	60	920,865
	Province Totals	107	3,055,494
MANITOBA	Dailies	10	424,536
	Magazines	2	88,000
	Community Papers	18	87,554
	Province Totals	30	600,090
NEW BRUNSWICK	Dailies	8	231,113
	Community Papers	10	68,870
	Province Totals	18	299,983
NEWFOUNDLAND	Dailies	6	131,098
	Community Papers	6	31,625
	Province Totals	12	162,723
NOVA SCOTIA	Dailies	8	357,631

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OTTAWA, ON

K1A 0T6

Expiry Date: 01 Aug 96

Customer No: 24668

Customer PO: 67-72100-1005

Topic Order: 22679

Reference: 8166

Remarks: CENSUS 1991

===== Publication Type Summary by Province =====

Province	Publication Type	No. of Clips	Circulation
	Community Papers	6	33,230
	Province Totals	14	390,861
NORTHWEST TERRITORIES	Ethnic	1	6,000
	Community Papers	1	4,100
	Province Totals	2	10,100
ONTARIO	Dailies	88	9,237,334
	Magazines	4	1,192,000
	Community Papers	39	272,779
	Province Totals	131	10,702,113
PRINCE EDWARD ISLAND	Dailies	7	117,500
	Community Papers	1	1,200
	Province Totals	8	118,700
QUEBEC	Dailies	14	1,358,167
	Community Papers	10	347,872
	Province Totals	24	1,706,039
SASKATCHEWAN	Dailies	8	299,526
	Community Papers	13	53,772
	Province Totals	21	353,298

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M.H. Media Monitoring Limited
* Detailed Billing Report *

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Open Report (No Update)
Division : 100
Telephone : (416) 750-2220
Billing Date : 27 May 96

STATISTICS CANADA

ACCOUNTS PAYABLE

RH COATES BLDG, 10TH FLOOR

SECTION B, TUNNEY'S PASTURE

OTTAWA, ON

K1A 0T6

Expiry Date: 01 Aug 96

Customer No: 24668

Customer PO: 67-72100-1005

Topic Order: 22679

Reference: 8166

Remarks: CENSUS 1991

===== Publication Type Summary by Province =====

Province	Publication Type	No. of Clips	Circulation
YUKON TERRITORY	Dailies	3	8,400
	Province Totals	3	8,400
	Grand Totals	424	19,686,702

Open Report (No Update)

Division : 100

Telephone : (416) 750-2220

Billing Date : 26 May 96

STATISTICS CANADA

ACCOUNTS PAYABLE

RH COATES BLDG, 10TH FLOOR

SECTION B, TUNNY'S PASTURE

OTTAWA, ON

K1A 0T6

Expiry Date: 31 Jul 96

Customer No: 62123

Customer PO: 67-72100-1005

Topic Order: 46212

Reference: 8166A

Remarks: ALBERTA SUB-ACCOUNT,
MAILED CLIPPINGS

===== CLIP DETAILS =====

Issue Date	Publication	Circulation	Type	Qty
27Mar96	The Banff Crag & Canyon, Banff, AB	3,767	W	1
09Apr96	Fairview Post, Fairview, AB	3,928	W	1
27Mar96	Cold Lake Courier, Medley, AB	4,000	W	1
27Mar96	The Echo (High Level), High Level, AB	1,500	W	1
27Mar96	The Mile Zero News, Grimshaw, AB	1,975	W	1
Mailing Date: 30Apr96				Sub Total 5
24Apr96	Melville Advance, Melville, SK	4,200	W	1
17Apr96	The Carillon, Steinbach, MB	15,400	W	1
14Apr96	Meadow Lake Progress, Meadow Lake, SK	4,838	W	1
10Apr96	The Hub, Hay River, NT	4,100	W	1
08Apr96	Selkirk Journal, Stonewall, MB	17,089	W	1
08Apr96	N.E. Region Community Booster, Nipawin, SK	18,835	W	1
08Apr96	The Interlake Spectator, Stonewall, MB	13,258	W	1
11Apr96	The Saskatchewan Valley News, Rosthern, SK	3,628	W	1
16Apr96	Grainews, Winnipeg, MB	52,000	M	1
08Apr96	Ponoka News & Advertiser, Ponoka, AB	6,158	W	1
15Apr96	The Ponoka Herald, Ponoka, AB	6,100	W	1
10Apr96	The Brooks Bulletin, Brooks, AB	5,537	W	1
07Apr96	Scope Newspaper, Slave Lake, AB	1,950	W	1
02Apr96	Fairview Post, Fairview, AB	3,928	W	1
11Apr96	Castor Advance, Castor, AB	1,037	W	1
03Apr96	The Provost News, Provost, AB	2,150	W	1
27Apr96	The Leader Post, Regina, SK	65,813	D	2
Mailing Date: 07May96				Sub Total 18
22Apr96	The Outlook, Outlook, SK	3,048	W	1
22Apr96	The Hamiota Echo, Shoal Lake, MB	1,400	W	1
16Apr96	Herald Leader Press, Portage La Prairie, MB	6,700	W	1
15Apr96	Unity Northwest Herald, Unity, SK	2,300	W	1
17Apr96	The Kindersley Clarion, Kindersley, SK	3,700	W	1
23Apr96	Gull Lake Advance, Gull Lake, SK	1,698	W	1

Open Report (No Update)
Division : 100
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STATISTICS CANADA

ACCOUNTS PAYABLE

RH COATES BLDG, 10TH FLOOR

SECTION B, TUNNY'S PASTURE

OTTAWA, ON

K1A 0T6

Expiry Date: 31 Jul 96

Customer No: 62123

Customer PO: 67-72100-1005

Topic Order: 46212

Reference: 8166A

Remarks: ALBERTA SUB-ACCOUNT,
MAILED CLIPPINGS

===== CLIP DETAILS =====

Issue Date	Publication	Circulation	Type	Qty
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10Apr96	Deloraine Times & Star, Deloraine, MB	1,450	W	1
22Apr96	Neepawa Banner, Neepawa, MB	4,300	W	1
23Apr96	Post Review, Hudson Bay, SK	2,100	W	1
23Apr96	The Whitewood Herald, Whitewood, SK	1,143	W	1
25Apr96	Manitoba Co-Operator, Winnipeg, MB	36,000	M	1
23Apr96	The County Review, Raymond, AB	1,400	W	2
17Apr96	Didsbury Review, Didsbury, AB	1,603	W	1
16Apr96	Calgary Rural Times, Cochrane, AB	13,076	W	1
16Apr96	Rocky View/Five Village Weekly, Irricana, AB	10,950	W	1
16Apr96	St-Paul Journal, St-Paul, AB	5,100	W	1
23Apr96	The Tofield Mercury, Tofield, AB	2,089	W	1
17Apr96	The Macleod Gazette, Fort Macleod, AB	1,597	W	1
17Apr96	Smoky River Express, Falher, AB	2,532	W	1
17Apr96	Olds Gazette, Olds, AB	3,800	W	1
23Apr96	Eckville Examiner, Rimbey, AB	603	W	1
17Apr96	South Peace News, High Prairie, AB	2,211	W	1

Mailing Date: 15May96

Sub Total 23

24Apr96	The Three Hills Capital, Three Hills, AB	4,100	W	1
24Apr96	The Advertiser (Beaverlodge), Beaverlodge, AB	1,888	W	1
24Apr96	Manning Banner Post, Manning, AB	1,179	W	1
24Apr96	The Echo (High Level), High Level, AB	1,500	W	1
23Apr96	The Community Press, Sedgewick, AB	3,590	W	1
24Apr96	The Mile Zero News, Grimshaw, AB	1,975	W	1
23Apr96	The Rimbey Record, Rimbey, AB	2,105	W	1
23Apr96	Southern Manitoba Review, Cartwright, MB	1,035	W	1
24Apr96	Opasquia Times, The Pas, MB	3,103	W	2
19Apr96	La Liberte, St-Boniface, MB	4,300	W	1
12Apr96	La Liberte, St-Boniface, MB	4,300	W	1
23Apr96	Roblin Review, Roblin, MB	2,500	W	1

Mailing Date: 21May96

Sub Total 13

Grand Total 59

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Open Report (No Update)
Division : 100
Telephone : (416) 750-2220
Billing Date : 26 May 96

STATISTICS CANADA

ACCOUNTS PAYABLE

RH COATES BLDG, 10TH FLOOR

SECTION B, TUNNY'S PASTURE

OTTAWA, ON

K1A 0T6

Expiry Date: 31 Jul 96

Customer No: 62123

Customer PO: 67-72100-1005

Topic Order: 46212

Reference: 8166A

Remarks: ALBERTA SUB-ACCOUNT,
MAILED CLIPPINGS

===== Publication Type Summary =====

Publication Type	No. of Clips	Circulation
Dailies	2	65,813
Magazines	2	88,000
Community Papers	55	227,753
Grand Totals	59	381,566

===== Publication Type Summary by Province =====

Province	Publication Type	No. of Clips	Circulation
ALBERTA	Community Papers	31	103,328
	Province Totals	31	103,328
MANITOBA	Magazines	2	88,000
	Community Papers	13	74,835
	Province Totals	15	162,835
NORTHWEST TERRITORIES	Community Papers	1	4,100
	Province Totals	1	4,100
SASKATCHEWAN	Dailies	2	65,813
	Community Papers	10	45,490
	Province Totals	12	111,303
	Grand Totals	59	381,566

Open Report (No Update)
Division : 100
Telephone : (416) 750-2220
Billing Date : 26 May 96

STATISTICS CANADA

ACCOUNTS PAYABLE

RH COATES BLDG, 10TH FLOOR

SECTION B, TUNNY'S PASTURE

OTTAWA, ON

K1A 0T6

Expiry Date: 31 Jul 96

Customer No: 62124

Customer PO: 67-72100-1005

Topic Order: 46213

Reference: 8166B

Remarks: 1996 CENSUS, ONTARIO

SUB-ACCOUNT

===== CLIP DETAILS =====

Issue Date	Publication	Circulation	Type	Qty
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10Apr96	Tillsonburg Independent News, Tillsonburg, ON	21,000	W	1
26Mar96	The Tribune (Sturgeon Falls), Sturgeon Falls, ON	2,000	W	1
02Apr96	The Tribune (Sturgeon Falls), Sturgeon Falls, ON	2,000	W	1
10Apr96	The Weekly Advance, Kemptville, ON	5,000	W	1
10Apr96	Winchester Press, Winchester, ON	4,300	W	1
03Apr96	The Manitoulin Recorder, Gore Bay, ON	4,081	W	1

Mailing Date: 30Apr96

Sub Total 6

17Apr96	The Alliston Herald, Alliston, ON	6,200	W	2
17Apr96	The Haldimand Press, Hagersville, ON	4,750	W	2
17Apr96	Port Dover Maple Leaf, Port Dover, ON	4,900	W	2
19Apr96	Capital Xtra, Ottawa, ON	14,000	M	2
09Apr96	The Era-Banner, Newmarket, ON	51,000	W	1
17Apr96	The Wheatley Journal, Wheatley, ON	1,300	W	2
10Apr96	The Review (Vankleek Hill), Vankleek Hill, ON	3,725	W	1
09Apr96	Tuesday Times-Reformer, Simcoe, ON		W	1
16Apr96	Woodbridge Advertiser, Loretto, ON	6,500	W	1
10Apr96	The Teeswater News, Teeswater, ON	1,650	W	1

Mailing Date: 07May96

Sub Total 15

20Apr96	Independent Plus, Listowel, ON	20,358	W	1
17Apr96	Stouffville Tribune, Stouffville, ON	16,000	W	1
23Apr96	Ontario Farmer, London, ON	35,000	M	1
24Apr96	Delhi News-Record, Delhi, ON	3,700	W	1
10Apr96	Le Voyageur, Sudbury, ON	3,900	W	1
17Apr96	Blenheim News Tribune, Blenheim, ON	2,579	W	1
22Apr96	The Wellington Advertiser, Fergus, ON	29,500	W	1
17Apr96	The Chesterville Record, Chesterville, ON	3,500	W	1
24Apr96	Innisfil Scope, Beeton, ON	2,100	W	1
23Apr96	Farm & Country, Toronto, ON	56,000	M	1
17Apr96	The Manitoulin Expositor, Little Current, ON	5,700	W	1
01May96	Canadian Living, North York, ON	550,000	M	1

Mailing Date: 14May96

Sub Total 12

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* Detailed Billing Report *

Open Report (No Update)

Division : 100

Telephone : (416) 750-2220

Billing Date : 26 May 96

STATISTICS CANADA

ACCOUNTS PAYABLE

RH COATES BLDG, 10TH FLOOR

SECTION B, TUNNY'S PASTURE

OTTAWA, ON

K1A 0T6

Expiry Date: 31 Jul 96

Customer No: 62124

Customer PO: 67-72100-1005

Topic Order: 46213

Reference: 8166B

Remarks: 1996 CENSUS, ONTARIO

SUB-ACCOUNT

===== CLIP DETAILS =====

Issue Date	Publication	Circulation	Type	Qty
27Apr96	The Enterprise-Bulletin, Collingwood, ON	5,500	W	1
01May96	Cdn. Medical Assn. Journal, Ottawa, ON	58,000	M	1
29Apr96	Trentonian/Tri-County News, Trenton, ON	7,985	W	1
30Apr96	Scugog Citizen, Port Perry, ON	13,500	W	1
24Apr96	The Manitoulin Recorder, Gore Bay, ON	4,081	W	1
17Apr96	Le Voyageur, Sudbury, ON	3,900	W	1
16Apr96	The Tribune (Sturgeon Falls), Sturgeon Falls, ON	2,000	W	1
30Apr96	Voice of the Essex Farmer, Dresden, ON	3,925	M	1
24Apr96	The North Huron Citizen, Blyth, ON	2,132	W	1
01May96	The Standard, Elliot Lake, ON	5,626	W	1
24Apr96	The Schomberg Record Sentinel, Beeton, ON	850	W	1
01May96	Markham Month, Markham, ON	24,000	M	1
30Apr96	Barry's Bay This Week, Barry's Bay, ON	5,200	W	1
17Apr96	Le Metropolitan, Mississauga, ON	3,000	W	1
17Apr96	La Boite a Nouvelles, Iroquois Falls "A", ON	1,500	W	1
30Apr96	Voice of the Kent Farmer, Dresden, ON	4,350	M	1
01May96	Richmond Hill Month, Markham, ON	19,500	M	2
01May96	Today's Seniors (Toronto), Oakville, ON	570,000	M	1
	Mailing Date: 21May96	Sub Total		19

Grand Total 52

===== Publication Type Summary =====

Publication Type	No. of Clips	Circulation
Magazines	12	1,334,775
Community Papers	40	261,017
Grand Totals	52	1,595,792

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M.H. Media Monitoring Limited
* Detailed Billing Report *

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Open Report (No Update)
Division : 100
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STATISTICS CANADA
ACCOUNTS PAYABLE
RH COATES BLDG, 10TH FLOOR
SECTION B, TUNNY'S PASTURE
OTTAWA, ON
K1A 0T6
Expiry Date: 31 Jul 96

Customer No: 62124
Customer PO: 67-72100-1005
Topic Order: 46213
Reference: 8166B
Remarks: 1996 CENSUS, ONTARIO
SUB-ACCOUNT

===== Publication Type Summary by Province =====

Province	Publication Type	No. of Clips	Circulation
ONTARIO	Magazines	12	1,334,775
	Community Papers	40	261,017
	Province Totals	----- 52	----- 1,595,792
	Grand Totals	----- 52 =====	----- 1,595,792 =====

Open Report (No Update)

Division : 100

Telephone : (416)750-2220

Billing Date : 26 May 96

STATISTICS CANADA

ACCOUNTS PAYABLE

RH COATES BLDG, 10TH FLOOR

SECTION B, TUNNY'S PASTURE

OTTAWA, ON

K1A 0T6

Expiry Date: 31 Jul 96

Customer No: 62126

Customer PO: 67-72100-1005

Topic Order: 46214

Reference: 8166C

Remarks: 1996 CENSUS,
SUB-ACCOUNT, QUEBEC
WEEKLIES/MAGS.

===== CLIP DETAILS =====

Issue Date	Publication	Circulation	Type	Qty
12Apr96	Le Quotidien, Chicoutimi, PQ	32,000	D	1
30Mar96	Le Nord-Info, Ste-Therese, PQ	47,730	W	1
07Apr96	Le Courrier De Portneuf, Donnacona, PQ	27,079	W	1
	Mailing Date: 30Apr96	Sub Total		3
06Apr96	Le Nord-Info, Ste-Therese, PQ	47,730	W	1
05Apr96	La Nouvelle De Sherbrooke, Sherbrooke, PQ	43,500	W	1
	Mailing Date: 07May96	Sub Total		2
20Apr96	Le Nord-Info, Ste-Therese, PQ	47,730	W	1
03Apr96	Le Canada Francais, St-Jean, PQ	15,913	W	1
13Apr96	L'Eveil, St-Eustache, PQ	37,500	W	1
13Apr96	Le Progres De Coaticook, Coaticook, PQ	7,585	W	1
	Mailing Date: 14May96	Sub Total		4
13Apr96	Le Nord-Info, Ste-Therese, PQ	47,730	W	1
17Apr96	La Concorde, St-Eustache, PQ	25,375	W	1
	Mailing Date: 21May96	Sub Total		2
		Grand Total		11

===== Publication Type Summary =====

Publication Type	No. of Clips	Circulation
Dailies	1	32,000
Community Papers	10	347,872
Grand Totals	11	379,872

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M.H. Media Monitoring Limited
* Detailed Billing Report *

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Open Report (No Update)
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STATISTICS CANADA
ACCOUNTS PAYABLE
RH COATES BLDG, 10TH FLOOR
SECTION B, TUNNY'S PASTURE
OTTAWA, ON
K1A 0T6
Expiry Date: 31 Jul 96

Customer No: 62126
Customer PO: 67-72100-1005
Topic Order: 46214
Reference: 8166C
Remarks: 1996 CENSUS,
SUB-ACCOUNT, QUEBEC
WEEKLIES/MAGS.

===== Publication Type Summary by Province =====

Province	Publication Type	No. of Clips	Circulation
QUEBEC	Dailies	1	32,000
	Community Papers	10	347,872
		-----	-----
	Province Totals	11	379,872
		-----	-----
	Grand Totals	11	379,872
		=====	=====

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M.H. Media Monitoring Limited
* Detailed Billing Report *

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Open Report (No Update)
Division : 100
Telephone : (416) 750-2220
Billing Date : 26 May 96STATISTICS CANADA
ACCOUNTS PAYABLE
RH COATES BLDG, 10TH FLOOR
SECTION B, TUNNY'S PASTURE
OTTAWA, ON
K1A 0T6
Expiry Date: 31 Jul 96Customer No: 62127
Customer PO: 67-72100-1005
Topic Order: 46215
Reference: 8166D
Remarks: 1996 CENSUS,
SUB-ACCOUNT, NOVA SCOTIA
WEEKLIES

===== CLIP DETAILS =====

Issue Date	Publication	Circulation	Type	Qty
02Apr96	The Vanguard, Yarmouth, NS	15,500	W	1
	Mailing Date: 30Apr96		Sub Total	1
12Apr96	The Teacher, Halifax, NS	16,500	M	1
05Apr96	Le Courrier de la Nouv. Ecosse, Yarmouth, NS	3,000	W	1
	Mailing Date: 07May96		Sub Total	2
24Apr96	The Register, Berwick, NS	3,200	W	1
	Mailing Date: 14May96		Sub Total	1
24Apr96	The Bulletin (Bridgewater), Bridgewater, NS	8,530	W	2
24Apr96	Farm Focus, Yarmouth, NS	10,000	M	1
19Apr96	Le Courrier de la Nouv. Ecosse, Yarmouth, NS	3,000	W	1
	Mailing Date: 21May96		Sub Total	4
			Grand Total	8

===== Publication Type Summary =====

Publication Type	No. of Clips	Circulation
Magazines	2	26,500
Community Papers	6	33,230
Grand Totals	8	59,730

Open Report (No Update)
Division : 100
Telephone : (416) 750-2220
Billing Date : 26 May 96

STATISTICS CANADA
ACCOUNTS PAYABLE
RH COATES BLDG, 10TH FLOOR
SECTION B, TUNNY'S PASTURE
OTTAWA, ON
K1A 0T6
Expiry Date: 31 Jul 96

Customer No: 62127
Customer PO: 67-72100-1005
Topic Order: 46215
Reference: 8166D
Remarks: 1996 CENSUS,
SUB-ACCOUNT, NOVA SCOTIA
WEEKLIES

===== Publication Type Summary by Province =====

Province	Publication Type	No. of Clips	Circulation
NOVA SCOTIA	Magazines	2	26,500
	Community Papers	6	33,230
	Province Totals	8	59,730
	Grand Totals	8	59,730
		=====	=====

Open Report (No Update)
Division : 100
Telephone : (416) 750-2220
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STATISTICS CANADA

ACCOUNTS PAYABLE

RH COATES BLDG, 10TH FLOOR
SECTION B, TUNNEY'S PASTURE
OTTAWA, ON
K1A 0T6

Expiry Date: 01 Aug 96

Customer No: 24668
Customer PO: 67-72100-1005
Topic Order: 22679
Reference: 8166
Remarks: CENSUS 1991

===== CLIP DETAILS =====

Issue Date	Publication	Circulation	Type	Qty
04May96	The Sault Star, Sault Ste. Marie, ON	25,000	D	2
08May96	Nelson Daily News, Nelson, BC	5,000	D	1
01May96	The Borden Citizen, Borden, ON	4,000	W	1
07May96	The Daily News, Truro, NS	8,000	D	1
07May96	The Times-Transcript, Moncton, NB	46,024	D	1
07May96	The Daily Graphic, Portage la Prairie, MB	4,650	D	2
07May96	The Daily Times, Trail, BC	6,550	D	1
07May96	The Edmonton Journal, Edmonton, AB	172,000	D	1
08May96	The Tribune (Campbellton), Campbellton, NB	8,000	W	2
08May96	Bridge River-Lillooet News, Lillooet, BC	2,302	W	1
08May96	Esquimalt News, Victoria, BC	111,515	W	1
08May96	North Renfrew Times, Deep River, ON	2,900	W	1
07May96	North Thompson Times, Clearwater, BC	3,822	W	1
09May96	The Expositor, Brantford, ON	27,000	D	1
24Apr96	Terrace Standard, Terrace, BC	8,000	W	1
05May96	Kelowna Capital News, Kelowna, BC	47,000	W	1
01May96	Geraldton-Longlac Times Star, Geraldton, ON	1,520	W	1
06May96	Daily News, Prince Rupert, BC	4,000	D	1
07May96	The Pincher Creek Echo, Pincher Creek, AB	2,700	W	1
08May96	Almonte Gazette, Almonte, ON	2,962	W	1
01May96	Olds Gazette, Olds, AB	3,800	W	1
01May96	The Casket, Antigonish, NS	7,200	W	1
30Apr96	St-Paul Journal, St-Paul, AB	5,100	W	1
08May96	The Stayner Sun, Stayner, ON	1,200	W	1
06May96	The Kootenay Advertiser, Cranbrook, BC	31,260	W	1
05May96	The Morning Star, Vernon, BC	28,263	W	1
08May96	Northern Times, Kapuskasing, ON	5,300	W	1
01May96	The Hants Journal, Windsor, NS	5,354	W	2
07May96	The Western Star, Corner Brook, NF	12,000	D	1
05May96	The Representative, Leduc, AB		W	1
08May96	The Tri-Valley Crier, Metcalfe, ON	4,000	W	2
08May96	Essex Free Press, Essex, ON	4,300	W	1
04May96	Stirling Community Press (E.), Stirling, ON	13,822	W	1
17May96	The Hamilton Spectator, Hamilton, ON	111,500	D	1

Open Report (No Update)
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STATISTICS CANADA

ACCOUNTS PAYABLE

RH COATES BLDG, 10TH FLOOR
SECTION B, TUNNEY'S PASTURE
OTTAWA, ON
K1A 0T6
Expiry Date: 01 Aug 96

Customer No: 24668
Customer PO: 67-72100-1005
Topic Order: 22679
Reference: 8166
Remarks: CENSUS 1991

===== CLIP DETAILS =====

Issue Date	Publication	Circulation	Type	Qty
17May96	The Ottawa Citizen, Ottawa, ON	145,952	D	3
18May96	The Edmonton Journal, Edmonton, AB	172,000	D	2
28May96	The Toronto Sun, Toronto, ON	250,517	D	1
16May96	The Mail Star, Halifax, NS	44,704	D	1
17May96	The Gazette, Montreal, PQ	158,493	D	1
07May96	Thunder Bay Post, Thunder Bay, ON	48,929	W	1
07May96	Chronicle-Journal, Thunder Bay, ON	30,000	D	1
08May96	Journal Pioneer, Summerside, PE	11,000	D	1
26May96	The Toronto Sun, Toronto, ON	250,517	D	1
07May96	Le Devoir, Montreal, PQ	35,000	D	1
09May96	The Sudbury Star, Sudbury, ON	28,000	D	1
13May96	The Ottawa Citizen, Ottawa, ON	145,952	D	1
13May96	The Guardian, Charlottetown, PE	23,500	D	1
07May96	The Haliburton County Echo, Haliburton, ON	5,500	W	1
01May96	L'Aviron, Campbellton, NB	2,415	W	1
30Apr96	The Reporter, Port Hawkesbury, NS	5,500	W	1
01May96	Barrie Advance, Barrie, ON	70,000	W	1
07May96	The Harrow News, Harrow, ON	1,700	W	1
01May96	Le Rempart, Tecumseh, ON	1,658	W	1
24May96	The Toronto Sun, Toronto, ON	250,517	D	1
30Apr96	Land O'Lakes Sun, Marmora, ON	6,695	W	1
01May96	Burford Times, Burford, ON	2,200	W	1
27Apr96	Norwester Community Newspaper, North York, ON	40,000	W	1
08May96	The Palmerston Observer, Palmerston, ON	1,461	W	1
08May96	The Link (East Indian), Vancouver, BC	10,000	E	1
06May96	Daily Sentinel-Review, Woodstock, ON	9,579	D	1
08May96	La Voix Acadienne, Summerside, PE	1,200	W	1
08May96	The Guardian (Brampton), Brampton, ON	62,000	W	1
08May96	The Mount Forest Confederate, Mount Forest, ON	2,900	W	1
06May96	Peace River Block News, Dawson Creek, BC	2,800	D	1
07May96	Medicine Hat News, Medicine Hat, AB	15,500	D	1
08May96	Ingersoll Times, Ingersoll, ON	3,900	W	1
06May96	Gulf News, Port aux Basques, NF	4,250	W	1
28Apr96	Progres-Echo Dimanche, Rimouski, PQ	27,900	W	1

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Division : 100

Telephone : (416) 750-2220

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STATISTICS CANADA

ACCOUNTS PAYABLE

RH COATES BLDG, 10TH FLOOR

SECTION B, TUNNEY'S PASTURE

OTTAWA, ON

K1A 0T6

Expiry Date: 01 Aug 96

Customer No: 24668

Customer PO: 67-72100-1005

Topic Order: 22679

Reference: 8166

Remarks: CENSUS 1991

===== CLIP DETAILS =====

Issue Date	Publication	Circulation	Type	Qty
08May96	Coquitlam Now, Coquitlam, BC	48,500	W	1
06May96	The Evening News, New Glasgow, NS	11,000	D	1
06May96	The Times-Transcript, Moncton, NB	46,024	D	1
06May96	Medicine Hat News, Medicine Hat, AB	15,500	D	2
08May96	The Calgary Herald, Calgary, AB	118,862	D	1
07May96	The Lethbridge Herald, Lethbridge, AB	28,257	D	1
14May96	The Edmonton Sun, Edmonton, AB	74,542	D	2
06May96	The Lethbridge Herald, Lethbridge, AB	28,257	D	1
07May96	The Sault Star, Sault Ste. Marie, ON	25,000	D	1
09May96	Barrie Examiner, Barrie, ON	11,148	D	1
08May96	Daily Herald-Tribune, Grande Prairie, AB	8,600	D	1
13May96	The Evening Telegram, St. John's, NF	41,549	D	1
03May96	The Penticton Herald, Penticton, BC	8,700	D	1
06May96	Moose Jaw Times-Herald, Moose Jaw, SK	10,300	D	1
07May96	The Beacon Herald, Stratford, ON	13,500	D	1
28Apr96	Le Lac St-Jean, Alma, PQ	19,900	W	1
15May96	The Calgary Herald, Calgary, AB	118,862	D	2
14May96	The Daily News, Halifax, NS	26,857	D	3
08May96	The Standard, St. Catharines, ON	38,000	D	1
08May96	The Kitsilano News, Vancouver, BC	26,500	W	1
01May96	North Shore News, North Vancouver, BC	61,554	W	1
07May96	Ladysmith-Chemainus Chronicle, Ladysmith, BC	3,000	W	1
26Apr96	Fort Saskatchewan This Week, Fort Saskatchewan,	10,020	W	1
14May96	The Gazette, Montreal, PQ	158,493	D	1
14May96	The Expositor, Brantford, ON	27,000	D	1
14May96	The Guardian, Charlottetown, PE	23,500	D	1
28Apr96	L'Hebdo Journal, Cap-De-La-Madeleine, PQ	57,864	W	1
18May96	The Toronto Sun, Toronto, ON	250,517	D	1
13May96	Ottawa Sun, Ottawa, ON	55,574	D	1
01May96	The Markdale Standard, Markdale, ON	2,000	W	1
09May96	Le Devoir, Montreal, PQ	35,000	D	1
07May96	The Daily News, Halifax, NS	26,857	D	1
07May96	The Calgary Herald, Calgary, AB	118,862	D	1
11May96	Le Droit, Ottawa, ON	34,702	D	3

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STATISTICS CANADA

ACCOUNTS PAYABLE

RH COATES BLDG, 10TH FLOOR

SECTION B, TUNNEY'S PASTURE

OTTAWA, ON

K1A 0T6

Expiry Date: 01 Aug 96

Customer No: 24668

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Remarks: CENSUS 1991

===== CLIP DETAILS =====

Issue Date	Publication	Circulation	Type	Qty
01May96	Le Droit, Ottawa, ON	34,702	D	1
11May96	The Leader Post, Regina, SK	65,813	D	1
13May96	Winnipeg Free Press, Winnipeg, MB	134,493	D	1
01May96	The Stittsville News, Stittsville, ON	4,400	W	1
29Apr96	Wetaskiwin Times-Advertiser, Wetaskiwin, AB	12,308	W	1
01May96	Tekawennake, Ohsweken, ON	2,500	E	1
24Apr96	Armstrong Advertiser, Armstrong, BC	2,400	W	1
11May96	La Presse, Montreal, PQ	210,000	D	1
12May96	The Province, Vancouver, BC	178,469	D	1
07May96	The Kingsville Reporter, Kingsville, ON	2,850	W	1
01May96	The Leader, Surrey, BC	82,000	W	1
08May96	Sackville Tribune-Post, Sackville, NB	4,000	W	1
25Apr96	The Whistler Question, Whistler, BC	4,200	W	1
24Apr96	Gulf Islands Driftwood, Salt Spring Island, BC	4,233	W	1
10May96	Winnipeg Free Press, Winnipeg, MB	134,493	D	1
07May96	The St. Croix Courier, St-Stephen, NB	5,067	W	1
08May96	Coastal Courier, Glace Bay, NS	5,500	W	1
07May96	The Hanover Post, Hanover, ON	4,750	W	1
01May96	100 Mile House Free Press, 100 Mile House, BC	5,000	W	1
01May96	Courtenay Comox Valley Record, Courtenay, BC	17,608	W	1
03May96	Kamloops This Week, Kamloops, BC	28,468	W	1
09May96	Star Phoenix, Saskatoon, SK	63,500	D	1
12May96	Times-Colonist, Victoria, BC	73,000	D	1
08May96	Victoria County Record, Perth-Andover, NB	4,725	W	2
07May96	La Presse, Montreal, PQ	210,000	D	1
08May96	Golden Star, Golden, BC	2,319	W	1
08May96	The Bugle, Woodstock, NB	6,870	W	1
07May96	Daily Herald, Prince Albert, SK	10,000	D	1
13May96	The Hamilton Spectator, Hamilton, ON	111,500	D	1
15May96	The Hamilton Spectator, Hamilton, ON	111,500	D	1
14May96	The Mail Star, Halifax, NS	44,704	D	1
13May96	The Vancouver Sun, Vancouver, BC	222,401	D	2
14May96	Evening Times-Globe, Saint John, NB	34,000	D	2
13May96	Telegraph-Journal (Morning), Saint John, NB	33,200	D	1

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RH COATES BLDG, 10TH FLOOR
SECTION B, TUNNEY'S PASTURE
OTTAWA, ON
K1A 0T6
Expiry Date: 01 Aug 96

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===== CLIP DETAILS =====

Issue Date	Publication	Circulation	Type	Qty
11May96	The Vancouver Sun, Vancouver, BC	222,401	D	1
09May96	Standard-Freeholder, Cornwall, ON	19,000	D	1
06May96	The Sunshine Press, Sechelt, BC	13,500	W	1
06May96	The Labradorian, Happy Valley, Lab., NF	3,000	W	1
26Apr96	Yukon News, Whitehorse, YT	9,317	W	1
30Apr96	Stirling News-Argus, Marmora, ON	4,950	W	1
14May96	The Calgary Herald, Calgary, AB	118,862	D	1
13May96	The Calgary Herald, Calgary, AB	118,862	D	2
15May96	Kitchener-Waterloo Record, Kitchener, ON	69,780	D	1
14May96	Star Phoenix, Saskatoon, SK	63,500	D	1
11May96	The Ottawa Citizen, Ottawa, ON	145,952	D	2
14May96	The Chronicle-Herald, Halifax, NS	96,733	D	1
11May96	The Hamilton Spectator, Hamilton, ON	111,500	D	1
13May96	Evening Times-Globe, Saint John, NB	34,000	D	1
15May96	The Edmonton Sun, Edmonton, AB	74,542	D	1
14May96	The Edmonton Journal, Edmonton, AB	172,000	D	4
13May96	The Calgary Sun, Calgary, AB	67,960	D	1
13May96	The Gazette, Montreal, PQ	158,493	D	1
15May96	The Winnipeg Sun, Winnipeg, MB	50,000	D	1
13May96	The Sudbury Star, Sudbury, ON	28,000	D	2
12May96	The Ottawa Citizen, Ottawa, ON	145,952	D	1
07May96	The Whig-Standard, Kingston, ON	29,912	D	1
01May96	The Morning Star, Vernon, BC	28,263	W	1
09May96	The Daily News, Halifax, NS	26,857	D	2
11May96	Star Phoenix, Saskatoon, SK	63,500	D	1
01May96	The Lucknow Sentinel, Lucknow, ON	1,950	W	1
24Apr96	The Meridian Booster, Lloydminster, AB	15,000	W	1
01May96	The Tribune (Campbellton), Campbellton, NB	8,000	W	1
01May96	The Review (Vankleek Hill), Vankleek Hill, ON	3,725	W	1
02May96	Moose Jaw Times-Herald, Moose Jaw, SK	10,300	D	1
01May96	Sioux Lookout Bulletin, Sioux Lookout, ON	4,717	W	1
30Apr96	Marmora Herald, Marmora, ON	1,895	W	1
23Apr96	Coronation Review, Coronation, AB	1,381	W	1
06May96	Packet and Times, Orillia, ON	9,600	D	1

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SECTION B, TUNNEY'S PASTURE

OTTAWA, ON

K1A 0T6

Expiry Date: 01 Aug 96

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===== CLIP DETAILS =====

Issue Date	Publication	Circulation	Type	Qty
23Apr96	Chetwynd Echo/Pioneer, Chetwynd, BC	1,800	W	1
29Apr96	B.C. Report, Vancouver, BC	29,000	M	1
28Apr96	The Seaway News, Cornwall, ON	32,000	W	1
06May96	The Hamilton Spectator, Hamilton, ON	111,500	D	1
30Apr96	Miramichi Leader, Miramichi, NB	7,909	W	1
09May96	Times-Colonist, Victoria, BC	73,000	D	1
11May96	Telegraph-Journal (Morning), Saint John, NB	33,200	D	1
04May96	The Lethbridge Herald, Lethbridge, AB	28,257	D	1
06May96	Brandon Sun, Brandon, MB	20,800	D	1
07May96	The Daily Gleaner, Fredericton, NB	30,689	D	2
06May96	Review, Niagara Falls, ON	20,000	D	1
07May96	The Nugget, North Bay, ON	21,740	D	2
07May96	Standard-Freeholder, Cornwall, ON	19,000	D	1
12May96	Ottawa Sun, Ottawa, ON	55,574	D	1
06May96	Reformer, Simcoe, ON	10,300	D	1
06May96	The Daily Courier, Kelowna, BC	20,000	D	1
08May96	The Daily Gleaner, Fredericton, NB	30,689	D	1
06May96	The Observer, Pembroke, ON	8,600	D	1
09May96	La Presse, Montreal, PQ	210,000	D	1
25Apr96	The Westside Revue, Vancouver, BC	7,600	W	1
01May96	Oak Bay News, Victoria, BC	9,400	W	1
01May96	North Island Gazette, Port Hardy, BC	3,500	W	1
10May96	The Calgary Herald, Calgary, AB	118,862	D	1
11May96	The Evening Telegram, St. John's, NF	41,549	D	1
07May96	The Daily Courier, Kelowna, BC	20,000	D	1
02May96	Daily News, Vernon, BC	5,000	D	1
08May96	The Whig-Standard, Kingston, ON	29,912	D	1
24Apr96	The Macleod Gazette, Fort Macleod, AB	1,597	W	1
02May96	The Daily Bulletin, Kimberley, BC	2,000	D	1
11May96	The Edmonton Journal, Edmonton, AB	172,000	D	2
27Apr96	Clarington/Courtice Indepen., Bowmanville, ON	19,400	W	1
07May96	Ottawa Sun, Ottawa, ON	55,574	D	1
01May96	Kootenay Business Magazine, Cranbrook, BC	7,500	M	1
25Apr96	The Eastside Revue, Vancouver, BC	5,600	W	1

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SECTION B, TUNNEY'S PASTURE
OTTAWA, ON
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===== CLIP DETAILS =====

Issue Date	Publication	Circulation	Type	Qty
23May96	The Toronto Sun, Toronto, ON	250,517	D	1
09May96	L'Acadie Nouvelle, Caraquet, NB	20,000	D	1
07May96	The Edmonton Journal, Edmonton, AB	172,000	D	1
10May96	Ottawa Sun, Ottawa, ON	55,574	D	1
07May96	The Vancouver Sun, Vancouver, BC	222,401	D	1
19May96	The Toronto Star, Toronto, ON	498,620	D	1
24Apr96	The Mountaineer, Rocky Mountain House, AB	4,480	W	1
28Apr96	Renfrew News, Renfrew, ON		W	1
02May96	The Record, Sherbrooke, PQ	6,102	D	1
03May96	Medicine Hat News, Medicine Hat, AB	15,500	D	1
28Apr96	Arnprior News, Arnprior, ON	10,705	W	1
26Apr96	St. Albert This Week, St. Albert, AB	18,335	W	1
28Apr96	The Meridian Booster, Lloydminster, AB	15,000	W	1
30Apr96	The Record (Ft. Saskatchewan), Fort Saskatchewan	8,000	W	1
04May96	Daily Herald, Prince Albert, SK	10,000	D	1
06May96	The Nugget, North Bay, ON	21,740	D	2
22Apr96	The Packet, Clarendville, NF	7,200	W	1
06May96	The Recorder and Times, Brockville, ON	17,100	D	2
22Apr96	Gulf News, Port aux Basques, NF	4,250	W	1
04May96	Journal Pioneer, Summerside, PE	11,000	D	1
30Apr96	Focus, Goderich, ON	19,500	W	2
20May96	The Toronto Star, Toronto, ON	498,620	D	1
30Apr96	The Georgian, Stephenville, NF	3,300	W	1
01May96	The Interior News, Smithers, BC	4,800	W	1
24Apr96	New Westminster News Leader, Burnaby, BC	14,455	W	1
28Apr96	The Weekly Guide, Napanee, ON	13,000	W	1
24Apr96	The Freelancer, Mayerthorpe, AB	1,884	W	1
24Apr96	Kelowna Capital News, Kelowna, BC	47,000	W	1
08May96	The Calgary Sun, Calgary, AB	67,960	D	1
06May96	Daily News, Amherst, NS	4,700	D	2
10May96	The Windsor Star, Windsor, ON	82,000	D	1
06May96	The Daily News, Chatham, ON	16,900	D	1
07May96	Cambridge Reporter, Cambridge, ON	10,000	D	1
04May96	Brandon Sun, Brandon, MB	20,800	D	1

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STATISTICS CANADA

ACCOUNTS PAYABLE

RH COATES BLDG, 10TH FLOOR
SECTION B, TUNNEY'S PASTURE
OTTAWA, ON
K1A 0T6
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===== CLIP DETAILS =====

Issue Date	Publication	Circulation	Type	Qty
29Apr96	The Parklander, Hinton, AB	3,085	W	1
10May96	Evening Times-Globe, Saint John, NB	34,000	D	1
01May96	The Lance (Creemore), Creemore, ON	1,507	W	1
11May96	Le Soleil, Quebec, PQ	96,659	D	1
	Mailing Date: 28May96	Sub Total		274
08May96	Temiskaming Speaker, New Liskeard, ON	7,600	W	2
15May96	Daily Herald-Tribune, Grande Prairie, AB	8,600	D	1
15May96	The Edmonton Journal, Edmonton, AB	172,000	D	2
07May96	Barrie Examiner, Barrie, ON	11,148	D	1
08May96	The Olds Albertan, Olds, AB	8,453	W	1
08May96	Fort McMurray Today, Fort McMurray, AB	7,220	D	1
08May96	The Prince George Citizen, Prince George, BC	18,000	D	1
11May96	The Okanagan Saturday, Kelowna, BC		D	1
06May96	The Examiner, Peterborough, ON	26,247	D	1
08May96	The Casket, Antigonish, NS	7,200	W	1
06May96	The Winkler Times, Winkler, MB	7,452	W	1
09May96	The Port Hope Evening Guide, Port Hope, ON	3,600	D	1
07May96	The Examiner, Peterborough, ON	26,247	D	1
07May96	Welland-Port Colborne Tribune, Welland, ON	18,500	D	2
08May96	The Northern Light, Bathurst, NB	8,751	W	1
11May96	Northern Daily News, Kirkland Lake, ON	5,600	D	1
08May96	The Penticton Herald, Penticton, BC	8,700	D	1
10May96	The Lethbridge Herald, Lethbridge, AB	28,257	D	1
09May96	Times-Journal, St. Thomas, ON	9,500	D	1
06May96	Atikokan Progress, Atikokan, ON	1,748	W	1
03May96	Le Radar, Iles-De-La-Madeleine, PQ	3,000	W	1
06May96	The Community News (Drayton), Drayton, ON	3,100	W	1
18May96	Kitchener-Waterloo Record, Kitchener, ON	69,780	D	1
01May96	Wainwright Star Chronicle, Wainwright, AB	2,800	W	1
16May96	The Province, Vancouver, BC	178,469	D	2
17May96	Telegraph-Journal (Morning), Saint John, NB	33,200	D	1
08May96	Colborne Chronicle, Colborne, ON	1,762	W	1

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===== CLIP DETAILS =====

Issue Date	Publication	Circulation	Type	Qty
04May96	Tribune/Express, Lachute, PQ	10,600	W	1
16May96	The Chronicle-Herald, Halifax, NS	96,733	D	1
06May96	Journal Pioneer, Summerside, PE	11,000	D	1
09May96	Daily Herald, Prince Albert, SK	10,000	D	1
08May96	The Kamloops Daily News, Kamloops, BC	18,000	D	1
14May96	The London Free Press, London, ON	106,129	D	1
01May96	Osoyoos Times, Osoyoos, BC	2,637	W	1
09May96	The Tribune (W. Lake), Williams Lake, BC	6,103	W	1
09May96	Nanaimo Times, Nanaimo, BC	35,500	W	1
08May96	Le Madawaska, Edmundston, NB	7,808	W	4
01May96	The Fort Nelson News, Fort Nelson, BC	2,435	W	2
07May96	The Bonnyville Nouvelle, Bonnyville, AB	5,915	W	1
14May96	The Hanover Post, Hanover, ON	4,750	W	1
04May96	Surrey/North Delta Now, Surrey, BC	105,000	W	1
02May96	Share, Toronto, ON	43,500	E	1
09May96	The Sun Times, Owen Sound, ON	23,680	D	1
12May96	The Intelligencer, Belleville, ON	18,500	D	1
07May96	Miramichi Leader, Miramichi, NB	7,909	W	1
10May96	The Beacon Herald, Stratford, ON	13,500	D	2
06May96	Daily Miner and News, Kenora, ON	4,700	D	1
08May96	La Cataracte, Grand Sault, NB	4,075	W	2
10May96	The Courier-Islander, Campbell River, BC	8,200	W	3
08May96	Saanich News, Victoria, BC	32,800	W	1
24Apr96	Le Carillon, Hawkesbury, ON	10,000	W	1
01May96	Stouffville Tribune, Stouffville, ON	16,000	W	1
17May96	The Daily News, Halifax, NS	26,857	D	1
11May96	Daily Press, Timmins, ON	11,800	D	1
19May96	The Evening Telegram, St. John's, NF	41,549	D	1
24Apr96	North Shore News, North Vancouver, BC	61,554	W	1
17May96	The Edmonton Sun, Edmonton, AB	74,542	D	1
08May96	Vulcan Advocate, Vulcan, AB	2,463	W	1
09May96	The Hope Standard, Hope, BC	2,850	W	1
14May96	Southern Gazette, Marystown, NF	5,650	W	1
08May96	The Lance (Creemore), Creemore, ON	1,507	W	1

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STATISTICS CANADA

ACCOUNTS PAYABLE

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SECTION B, TUNNEY'S PASTURE

OTTAWA, ON

K1A 0T6

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===== CLIP DETAILS =====

Issue Date	Publication	Circulation	Type	Qty
01May96	Toronto Voice/East York Voice, Toronto, ON	32,500	W	1
18May96	The Evening Telegram, St. John's, NF	41,549	D	1
04May96	Independent Plus, Listowel, ON	20,358	W	1
06May96	Powell River Town Crier, Powell River, BC	5,600	W	1
16May96	The London Free Press, London, ON	106,129	D	1
27Apr96	Objectif Plein-Jour, Baie Comeau, PQ	15,372	W	1
03May96	Northern Life, Sudbury, ON	45,800	W	1
06May96	The Morden Times, Winkler, MB	6,330	W	1
15May96	Cochrane Northland Post, Cochrane, ON	2,891	W	1
06May96	The Ponoka Herald, Ponoka, AB	6,100	W	1
03May96	Fort Saskatchewan This Week, Fort Saskatchewan,	10,020	W	1
06May96	Edson Leader, Edson, AB	3,300	W	1
18May96	The Calgary Sun, Calgary, AB	67,960	D	1
21May96	The Leader Post, Regina, SK	65,813	D	1
19May96	Winnipeg Free Press, Winnipeg, MB	134,493	D	1
07May96	Coast Guard, Shelburne, NS	5,800	W	1
08May96	Mirror-Examiner, Middleton, NS	4,000	W	3
21May96	Winnipeg Free Press, Winnipeg, MB	134,493	D	1
01May96	The Carillon, Steinbach, MB	15,400	W	1
07May96	The Expositor, Brantford, ON	27,000	D	2
14May96	Parksville/Qualicum Beach News, Parksville, BC	16,217	W	1
15May96	Daily News, Amherst, NS	4,700	D	1
14May96	The Times (Mackenzie), MacKenzie, BC	1,500	W	2
09May96	The Abbotsford News, Abbotsford, BC	71,172	W	1
08May96	The Calendar, Winfield, BC	3,200	W	1
08May96	The Glengarry News, Alexandria, ON	7,550	W	1
01May96	The Observer, Hartland, NB	5,400	W	1
14May96	The Intelligencer, Belleville, ON	18,500	D	1
12May96	The Maple Ridge News, Maple Ridge, BC	24,505	W	1
15May96	The Recorder and Times, Brockville, ON	17,100	D	1
09May96	Shuswap Sun, Salmon Arm, BC	17,373	W	3
20May96	The Edmonton Sun, Edmonton, AB	74,542	D	1
09May96	The Beacon Herald, Stratford, ON	13,500	D	1
20May96	The Calgary Sun, Calgary, AB	67,960	D	1

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 SECTION B, TUNNEY'S PASTURE
 OTTAWA, ON
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===== CLIP DETAILS =====

Issue Date	Publication	Circulation	Type	Qty
11May96	Shuswap Market News, Salmon Arm, BC		W	1
15May96	Star Phoenix, Saskatoon, SK	63,500	D	1
10May96	Daily Herald, Prince Albert, SK	10,000	D	1
08May96	The Humber Log, Corner Brook, NF	5,300	W	1
10May96	Abbotsford Times, Abbotsford, BC	37,142	W	1
08May96	Contact, Astra, ON	3,500	W	2
08May96	Brighton Independent, Brighton, ON	16,800	W	2
11May96	Times-Journal, St. Thomas, ON	9,500	D	1
09May96	The Observer, Pembroke, ON	8,600	D	1
09May96	Daily News, Prince Rupert, BC	4,000	D	1
09May96	Daily Press, Timmins, ON	11,800	D	1
08May96	Gulf Islands Driftwood, Salt Spring Island, BC	4,233	W	1
10May96	Daily News, Prince Rupert, BC	4,000	D	1
14May96	The Advertiser (Kentville), Kentville, NS	8,960	W	1
06May96	Red Deer Advocate, Red Deer, AB	19,756	D	1
01May96	Oyen Echo, Oyen, AB	1,376	W	2
05May96	L'Hebdo Journal, Cap-De-La-Madeleine, PQ	57,864	W	1
13May96	Daily Star, Cobourg, ON	6,500	D	1
02May96	Uptown (Winnipeg), Winnipeg, MB	25,000	M	1
01May96	Niagara Farmers' Monthly, Smithville, ON	17,800	M	1
08May96	The Monitor (Montreal), Montreal, PQ	29,500	W	1
01May96	MSOS Journal, Winnipeg, MB	30,000	M	1
10May96	The Vanguard, Yarmouth, NS	15,500	W	1
06May96	The Hamiota Echo, Shoal Lake, MB	1,400	W	1
08May96	Daily Townsman, Cranbrook, BC	4,500	D	1
08May96	La Voix Gaspesienne, Matane, PQ	5,500	W	1
11May96	The Delta Optimist, Delta, BC	15,900	W	1
08May96	Pro-Kent, Richibouctou, NB	11,623	W	1
07May96	The Lacombe Globe, Lacombe, AB	3,700	W	1
23May96	The Guardian, Charlottetown, PE	23,500	D	1
08May96	Angus Star, Creemore, ON	3,200	W	1
06May96	The Shoal Lake Star, Shoal Lake, MB	1,500	W	1
05May96	The Clarion, Nepean, ON	43,000	W	1
08May96	Salmon Arm Observer, Salmon Arm, BC	5,200	W	1

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STATISTICS CANADA

ACCOUNTS PAYABLE

RH COATES BLDG, 10TH FLOOR

SECTION B, TUNNEY'S PASTURE

OTTAWA, ON

K1A 0T6

Expiry Date: 01 Aug 96

Customer No: 24668

Customer PO: 67-72100-1005

Topic Order: 22679

Reference: 8166

Remarks: CENSUS 1991

===== CLIP DETAILS =====

Issue Date	Publication	Circulation	Type	Qty
16May96	The Calgary Herald, Calgary, AB	118,862	D	1
30Apr96	The Community Press, Sedgewick, AB	3,590	W	2
14May96	The Whig-Standard, Kingston, ON	29,912	D	1
13May96	The Evening News, New Glasgow, NS	11,000	D	1
08May96	Dutton Advance, Dutton, ON	1,750	W	1
07May96	Daily Free Press, Nanaimo, BC	10,000	D	1
07May96	The Tribune (Minnedosa), Minnedosa, MB	3,569	W	1
06May96	Times-Journal, St. Thomas, ON	9,500	D	1
15May96	The Daily Bulletin, Kimberley, BC	2,000	D	1
01May96	Le Madawaska, Edmundston, NB	7,808	W	1
07May96	The Guelph Mercury, Guelph, ON	17,500	D	1
15May96	Daily Townsman, Cranbrook, BC	4,500	D	1
01May96	The Saskatchewan Valley News, Rosthern, SK	3,628	W	1
10May96	Journal Pioneer, Summerside, PE	11,000	D	1
11May96	The Daily Gleaner, Fredericton, NB	30,689	D	1
18May96	The Edmonton Sun, Edmonton, AB	74,542	D	1
17May96	The Edmonton Journal, Edmonton, AB	172,000	D	1
13May96	Cambridge Reporter, Cambridge, ON	10,000	D	1
07May96	The Grand River Sachem, Caledonia, ON	2,142	W	1
08May96	Wasaga Star Times, Creemore, ON	3,695	W	1
08May96	The North Huron Citizen, Blyth, ON	2,132	W	1
08May96	Deloraine Times & Star, Deloraine, MB	1,450	W	1
05May96	Bonjour Dimanche, Hull, PQ	77,000	W	1
01May96	Sundre Round-Up, Sundre, AB	2,135	W	1
06May96	Daily Herald-Tribune, Grande Prairie, AB	8,600	D	2
04May96	The Abbotsford News, Abbotsford, BC	71,172	W	1
07May96	The Prince George Citizen, Prince George, BC	18,000	D	1
08May96	Digby Courier, Digby, NS	4,025	W	1
02May96	Presse Cote-Nord, Sept-Iles, PQ	6,420	W	1
08May96	The Lindsay Post, Lindsay, ON	8,400	D	1
15May96	The Expositor, Brantford, ON	27,000	D	3
08May96	The Pilot, Lewisporte, NF	4,900	W	1
13May96	Times-Journal, St. Thomas, ON	9,500	D	1
15May96	The Sault Star, Sault Ste. Marie, ON	25,000	D	1

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ACCOUNTS PAYABLE

RH COATES BLDG, 10TH FLOOR
 SECTION B, TUNNEY'S PASTURE
 OTTAWA, ON
 K1A 0T6
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===== CLIP DETAILS =====

Issue Date	Publication	Circulation	Type	Qty
08May96	Omineca Express/Bugle, Vanderhoof, BC	2,500	W	1
09May96	Mission City Record, Mission, BC	5,500	W	1
18May96	The Vancouver Sun, Vancouver, BC	222,401	D	2
15May96	Le Journal de Quebec, Ville Vanier, PQ	102,405	D	1
15May96	Northern Life, Sudbury, ON	45,800	W	1
15May96	Red Deer Advocate, Red Deer, AB	19,756	D	1
08May96	North Island Gazette, Port Hardy, BC	3,500	W	1
12May96	The Meridian Booster, Lloydminster, AB	15,000	W	1
12May96	Burnaby Now, Burnaby, BC	47,245	W	1
04May96	Guelph Tribune, Guelph, ON	33,890	W	1
09May96	Le Moniteur Acadien, Shediac, NB	6,500	W	1
08May96	Armstrong Advertiser, Armstrong, BC	2,400	W	1
08May96	Powell River News, Powell River, BC	5,600	W	1
08May96	Oliver Chronicle, Oliver, BC	3,330	W	1
15May96	Daily Press, Timmins, ON	11,800	D	1
08May96	100 Mile House Free Press, 100 Mile House, BC	5,000	W	1
14May96	Peace River Block News, Dawson Creek, BC	2,800	D	1
14May96	The Pembroke Daily News, Pembroke, ON	18,000	D	1
13May96	The Port Hope Evening Guide, Port Hope, ON	3,600	D	1
06May96	Senior Times, Montreal, PQ	30,000	M	1
08May96	Gravenhurst News, Gravenhurst, ON	3,300	W	1
08May96	Osoyoos Times, Osoyoos, BC	2,637	W	1
01May96	Camrose Canadian, Camrose, AB	4,375	W	1
08May96	Weyburn Review, Weyburn, SK	5,765	W	2
08May96	Rainy River Record, Rainy River, ON	1,862	W	1
01May96	Independence, Thunder Bay, ON	95,000	M	1
17May96	Star Phoenix, Saskatoon, SK	63,500	D	1
07May96	The Strathmore Standard, Strathmore, AB	3,700	W	3
08May96	Kitchener This Week, Kitchener, ON	58,000	W	1
08May96	The Interior News, Smithers, BC	4,800	W	1
08May96	The Haldimand Press, Hagersville, ON	4,750	W	1
08May96	The Dryden Observer, Dryden, ON	5,906	W	1
14May96	The Northern Pen, St-Anthony, NF	6,500	W	1
20May96	Alperta Report/Western Report, Edmonton, AB	45,000	M	1

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SECTION B, TUNNEY'S PASTURE
OTTAWA, ON
K1A 0T6
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Remarks: CENSUS 1991

===== CLIP DETAILS =====

Issue Date	Publication	Circulation	Type	Qty
08May96	The Similkameen Spotlight, Princeton, BC	2,200	W	1
08May96	The Spirit of Bothwell, Bothwell, ON	1,000	W	1
14May96	The Standard, St. Catharines, ON	38,000	D	1
14May96	Journal Pioneer, Summerside, PE	11,000	D	1
15May96	Fort McMurray Today, Fort McMurray, AB	7,220	D	1
15May96	Welland-Port Colborne Tribune, Welland, ON	18,500	D	1
13May96	The Record, Sherbrooke, PQ	6,102	D	1
13May96	Daily News, Prince Rupert, BC	4,000	D	1
15May96	Daily Free Press, Nanaimo, BC	10,000	D	1
15May96	The Express (Meaford), Meaford, ON	3,000	W	1
15May96	The Courier-Herald, Thornbury, ON	1,200	W	1
08May96	The Valley Echo, Invermere, BC	3,595	W	2
15May96	The Kitsilano News, Vancouver, BC	26,500	W	1
08May96	Chapleau Sentinel, Chapleau, ON	1,350	W	2
08May96	The Stouffville Sun, Stouffville, ON	4,000	W	1
08May96	Amherstburg Echo, Amherstburg, ON	10,500	W	1
03May96	Courtenay Comox Valley Record, Courtenay, BC	17,608	W	1
08May96	The Signpost, Dorchester, ON	2,600	W	1
06May96	The Daily News, Truro, NS	8,000	D	2
22May96	The Edmonton Sun, Edmonton, AB	74,542	D	1
19May96	Halton Hills Week End, Georgetown, ON	18,000	W	1
15May96	Journal Pioneer, Summerside, PE	11,000	D	1
01May96	Powell River News, Powell River, BC	5,600	W	1
15May96	Le Nouvelliste, Trois-Rivieres, PQ	50,356	D	1
08May96	Eagle Valley News, Sicamous, BC	1,160	W	1
08May96	Dunnville Chronicle, Dunnville, ON	3,800	W	2
08May96	The Petrolia Topic, Petrolia, ON	4,005	W	1
15May96	Times-Journal, St. Thomas, ON	9,500	D	1
13May96	Vegreville News Advertiser, Vegreville, AB	10,700	W	1
08May96	The Review (Vankleek Hill), Vankleek Hill, ON	3,725	W	1
15May96	The Hants Journal, Windsor, NS	5,354	W	1
08May96	The Bobcaygeon Independent, Bobcaygeon, ON	2,400	W	1
08May96	Glencoe-Alvinston Transcript, Glencoe, ON	2,964	W	1
17May96	Barrie Examiner, Barrie, ON	11,148	D	1

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STATISTICS CANADA

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 SECTION B, TUNNEY'S PASTURE
 OTTAWA, ON
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===== CLIP DETAILS =====

Issue Date	Publication	Circulation	Type	Qty
08May96	The Carillon, Steinbach, MB	15,400	W	1
14May96	Daily News, Prince Rupert, BC	4,000	D	1
18May96	Winnipeg Free Press, Winnipeg, MB	134,493	D	2
09May96	Cdn. Jewish News (Toronto), Don Mills, ON	50,000	E	1
15May96	The Nugget, North Bay, ON	21,740	D	1
08May96	Parry Sound North Star, Parry Sound, ON	6,000	W	1
13May96	The Penticton Herald, Penticton, BC	8,700	D	1
09May96	Parksville/Qualicum Beach News, Parksville, BC	16,217	W	1
19May96	The Gazette, Montreal, PQ	158,493	D	1
08May96	Kelowna Capital News, Kelowna, BC	47,000	W	1
23May96	Kitchener-Waterloo Record, Kitchener, ON	69,780	D	1
Mailing Date: 04Jun96		Sub Total	276	
25Apr96	Journal L'Eau Vive, Regina, SK	1,400	W	1
08May96	The Fenelon Falls Gazette, Fenelon Falls, ON	2,400	W	2
08May96	The Chronicle (Pte. Claire), Pointe Claire, PQ	18,776	W	1
07May96	The Weekly Record, Truro, NS	4,800	W	1
13May96	The Pembroke Daily News, Pembroke, ON	18,000	D	1
01May96	Farmwoman, Winnipeg, MB	25,000	M	1
01May96	Today's Seniors (London), London, ON		M	1
16May96	Daily Herald, Prince Albert, SK	10,000	D	1
18May96	Medicine Hat News, Medicine Hat, AB	15,500	D	1
17May96	Daily News, Vernon, BC	5,000	D	1
16May96	The Daily News, Truro, NS	8,000	D	1
19May96	Chronicle-Journal, Thunder Bay, ON	30,000	D	1
17May96	Chronicle-Journal, Thunder Bay, ON	30,000	D	1
20May96	The Lethbridge Herald, Lethbridge, AB	28,257	D	1
09May96	Nelson Daily News, Nelson, BC	5,000	D	1
15May96	The Gleaner, Huntingdon, PQ	5,000	W	1
14May96	The St. Croix Courier, St-Stephen, NB	5,067	W	1
13May96	The Hamiota Echo, Shoal Lake, MB	1,400	W	1
13May96	The Treherne Times, Treherne, MB	2,903	W	2
14May96	Flambeau De L'Est, St. Leonard, PQ	46,400	W	1

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SECTION B, TUNNEY'S PASTURE
OTTAWA, ON
K1A 0T6
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===== CLIP DETAILS =====

Issue Date	Publication	Circulation	Type	Qty
07May96	Virden Empire-Advance, Virden, MB	2,928	W	1
08May96	Oxford Journal, Oxford, NS	3,209	W	1
05May96	Le Nord Est, Baie Comeau, PQ	12,377	W	2
07May96	Fairview Post, Fairview, AB	3,928	W	2
07May96	40-Mile County Commentator, Bow Island, AB	5,736	W	1
08May96	Le Reflet de Prescott-Russell, Embrun, ON	15,200	W	1
08May96	Frontiere de Rouyn Noranda, Rouyn-Noranda, PQ	8,000	W	2
08May96	The Huron Expositor, Seaforth, ON	2,600	W	1
08May96	Petawawa Post, Petawawa, ON	6,000	W	1
07May96	Herald Leader Press, Portage La Prairie, MB	6,700	W	1
15May96	Packet and Times, Orillia, ON	9,600	D	1
08May96	The Inverness Oran, Inverness, NS	5,299	W	1
08May96	The Three Hills Capital, Three Hills, AB	4,100	W	1
04May96	La Seigneurie, Boucherville, PQ	20,500	W	1
08May96	Orangeville Banner, Orangeville, ON	21,700	W	1
08May96	L'Aviron, Campbellton, NB	2,415	W	1
25May96	Star Phoenix, Saskatoon, SK	63,500	D	1
23May96	Telegraph-Journal (Morning), Saint John, NB	33,200	D	1
23May96	The Hamilton Spectator, Hamilton, ON	111,500	D	1
01May96	The Farm Gate, Elmira, ON	21,000	M	1
11May96	Brandon Sun, Brandon, MB	20,800	D	2
17May96	The Recorder and Times, Brockville, ON	17,100	D	1
15May96	The Evening News, New Glasgow, NS	11,000	D	1
15May96	Review, Niagara Falls, ON	20,000	D	1
15May96	The Guardian (Brampton), Brampton, ON	62,000	W	1
16May96	Presse Cote-Nord, Sept-Iles, PQ	6,420	W	1
08May96	Didsbury Review, Didsbury, AB	1,603	W	1
08May96	Arthur Enterprise-News, Arthur, ON	1,826	W	1
01May96	The Estevan Mercury, Estevan, SK	4,300	W	1
08May96	Chilliwack Progress, Chilliwack, BC	13,476	W	1
08May96	Pictou Advocate, Pictou, NS	4,781	W	1
14May96	The Prince George Citizen, Prince George, BC	18,000	D	2
07May96	Brant News, Brantford, ON	32,112	W	1
14May96	Medicine Hat News, Medicine Hat, AB	15,500	D	2

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STATISTICS CANADA

ACCOUNTS PAYABLE

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SECTION B, TUNNEY'S PASTURE

OTTAWA, ON

K1A 0T6

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===== CLIP DETAILS =====

Issue Date	Publication	Circulation	Type	Qty
13May96	The Valley Leader, Carman, MB	8,600	W	1
15May96	Brandon Sun, Brandon, MB	20,800	D	1
15May96	The Herald-Gazette, Bracebridge, ON	4,672	W	1
11May96	Yorkton This Week & Enterprise, Yorkton, SK	8,659	W	1
11May96	The Citizen (Kipling), Kipling, SK	1,911	W	1
08May96	The Times (Lloydminster), Lloydminster, SK	12,500	W	1
15May96	Reformer, Simcoe, ON	10,300	D	1
15May96	Le Clairon de Ste-Hyacinthe, St-Hyacinthe, PQ	22,100	W	1
08May96	Yorkton This Week & Enterprise, Yorkton, SK	8,659	W	1
14May96	Grand Centre/Coldlake Sun, Grand Centre, AB	5,808	W	1
15May96	Olds Gazette, Olds, AB	3,800	W	1
08May96	The Town Crier, Newmarket, ON	27,000	W	1
08May96	The Echo (Manitouwadge), Manitouwadge, ON	1,200	W	2
28May96	Winnipeg Free Press, Winnipeg, MB	134,493	D	1
14May96	The Pincher Creek Echo, Pincher Creek, AB	2,700	W	1
13May96	The Advertiser (Grand Falls), Grand Falls-Windso	11,400	W	1
15May96	Revelstoke Times Review, Revelstoke, BC	3,005	W	1
14May96	The County Review, Raymond, AB	1,400	W	1
15May96	North Shore News, North Vancouver, BC	61,554	W	1
14May96	The Tofield Mercury, Tofield, AB	2,089	W	1
08May96	Huntsville Forester, Huntsville, ON	7,000	W	1
08May96	Burnaby Now, Burnaby, BC	47,245	W	1
18May96	Brandon Sun, Brandon, MB	20,800	D	1
17May96	Fort McMurray Today, Fort McMurray, AB	7,220	D	1
26May96	The Calgary Sun, Calgary, AB	67,960	D	1
15May96	The Dryden Observer, Dryden, ON	5,906	W	1
11May96	St. Albert & Sturgeon Gazette, St. Albert, AB	22,000	W	1
11May96	The Peace Arch News, Surrey, BC	28,250	W	1
02May96	Cdn. Jewish News (Montreal), Montreal, PQ	23,000	E	1
17May96	The Times-Transcript, Moncton, NB	46,024	D	1
13May96	Southwest Booster, Swift Current, SK	19,200	W	1
14May96	Moose Jaw Times-Herald, Moose Jaw, SK	10,300	D	1
11May96	lere Edition Du Sud-Ouest, Vaudreuil, PQ	34,411	W	2
15May96	The Echo (Manitouwadge), Manitouwadge, ON	1,200	W	1

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Issue Date	Publication	Circulation	Type	Qty
14May96	The Russell Banner, Russell, MB	2,014	W	1
21May96	The Bancroft Times, Bancroft, ON	7,200	W	1
13May96	The Times (Minden), Minden, ON	3,924	W	2
13May96	The Rossburn Review, Shoal Lake, MB	1,500	W	1
06May96	Fort McMurray Today, Fort McMurray, AB	7,220	D	1
03May96	L'Aquilon, Yellowknife, NT	1,000	W	1
02May96	Review-Mirror, Westport, ON	3,100	W	1
22May96	Brighton Independent, Brighton, ON	16,800	W	1
04May96	Richmond Review, Richmond, BC	44,100	W	1
05May96	Le Courrier De Portneuf, Donnacona, PQ	27,079	W	1
07May96	Le Courrier De St-Hyacinthe, St-Hyacinthe, PQ	14,500	W	1
27May96	The Edmonton Sun, Edmonton, AB	74,542	D	1
05May96	Courrier-Sud, Nicolet, PQ	20,071	W	1
17May96	The Sault Star, Sault Ste. Marie, ON	25,000	D	1
08May96	Le Nord, Hearst, ON	3,500	W	1
11May96	Beauport Express, Beauport, PQ	39,051	W	1
25May96	Times-Colonist, Victoria, BC	73,000	D	1
09May96	Share, Toronto, ON	43,500	E	1
17May96	Cape Breton Post, Sydney, NS	32,200	D	1
17May96	Daily Miner and News, Kenora, ON	4,700	D	2
08May96	Le Rimouskois, Rimouski, PQ	23,645	W	1
08May96	Penticton Western, Penticton, BC	36,260	W	1
07May96	Innisfail Booster, Innisfail, AB	7,500	W	2
14May96	Observer, Sarnia, ON	24,500	D	1
08May96	The Picton Gazette, Picton, ON	5,870	W	1
15May96	Almonte Gazette, Almonte, ON	2,962	W	1
27May96	The Gazette, Montreal, PQ	158,493	D	1
22May96	The District News, Red Lake, ON	2,600	W	1
22May96	The Wingham Advance-Times, Wingham, ON	2,052	W	1
08May96	Barrie Advance, Barrie, ON	70,000	W	1
14May96	The Daily Courier, Kelowna, BC	20,000	D	1
23May96	Moose Jaw Times-Herald, Moose Jaw, SK	10,300	D	1
08May96	The Gazette, Grand Forks, BC	3,763	W	1
01May96	Yorkton This Week & Enterprise, Yorkton, SK	8,659	W	1

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* Detailed Billing Report *

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===== CLIP DETAILS =====

Issue Date	Publication	Circulation	Type	Qty
16May96	The Kamloops Daily News, Kamloops, BC	18,000	D	1
15May96	Daily Miner and News, Kenora, ON	4,700	D	1
17May96	The Whitehorse Star, Whitehorse, YT	4,200	D	1
18May96	Red Deer Advocate, Red Deer, AB	19,756	D	1
11May96	Daily Sentinel-Review, Woodstock, ON	9,579	D	1
08May96	Olds Gazette, Olds, AB	3,800	W	1
10May96	Gabriola Sounder, Gabriola, BC	3,500	W	1
19May96	The Meridian Booster, Lloydminster, AB	15,000	W	1
28May96	The Evening Telegram, St. John's, NF	41,549	D	1
23May96	Daily News, Amherst, NS	4,700	D	1
15May96	The Record, Sherbrooke, PQ	6,102	D	1
17May96	The Daily Graphic, Portage la Prairie, MB	4,650	D	2
14May96	Oakville Free Press Journal, Oakville, ON	37,000	W	1
10May96	Le Soleil De Colombie, Vancouver, BC	2,800	W	1
08May96	The Arnprior Chronicle-Guide, Arnprior, ON	5,200	W	1
16May96	The Examiner, Peterborough, ON	26,247	D	1
17May96	Daily Herald, Prince Albert, SK	10,000	D	1
20May96	Lighthouse Log, Bridgewater, NS	21,887	W	1
14May96	Chetwynd Echo/Pioneer, Chetwynd, BC	1,800	W	1
08May96	Flesherton Advance, Dundalk, ON	1,500	W	1
17Apr96	Didsbury Review, Didsbury, AB	1,603	W	1
14May96	Kings County Record, Sussex, NB	5,235	W	1
24May96	The Edmonton Journal, Edmonton, AB	172,000	D	1
10May96	Courier Weekend, St-Stephen, NB	3,221	W	1
15May96	The Star & Times, Swan River, MB	4,756	W	1
12May96	The Vancouver Courier, Vancouver, BC	61,500	W	1
13May96	The Labradorian, Happy Valley, Lab., NF	3,000	W	1
14May96	Strasbourg, Last Mountain Time, Nokomis, SK	1,890	W	1
08May96	Kamloops This Week, Kamloops, BC	28,468	W	2
10May96	News-Optimist/Telegraph, North Battleford, SK	7,140	W	1
22May96	Mirror-Examiner, Middleton, NS	4,000	W	1
08May96	Waterloo Chronicle, Waterloo, ON	24,500	W	1
13May96	The Aurora (Lab. City), Labrador City, NF	3,500	W	1
12May96	Meadow Lake Progress, Meadow Lake, SK	4,838	W	2

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Division : 100
Telephone : (416) 750-2220
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STATISTICS CANADA

ACCOUNTS PAYABLE

RH COATES BLDG, 10TH FLOOR
SECTION B, TUNNEY'S PASTURE
OTTAWA, ON
K1A 0T6
Expiry Date: 01 Aug 96

Customer No: 24668
Customer PO: 67-72100-1005
Topic Order: 22679
Reference: 8166
Remarks: CENSUS 1991

===== CLIP DETAILS =====

Issue Date	Publication	Circulation	Type	Qty
16May96	North Toronto Herald, Toronto, ON	7,000	W	1
14May96	The Press Review, Eston, SK	1,332	W	1
22May96	Didsbury Review, Didsbury, AB	1,603	W	1
11May96	Le Nord-Info, Ste-Therese, PQ	47,730	W	1
20May96	The Winkler Times, Winkler, MB	7,452	W	1
12May96	Le Riverain (Ste-Anne), Ste-Anne-des-Monts, PQ	6,357	W	1
12May96	Info Dimanche, Riviere-du-Loup, PQ	20,515	W	1
15May96	L'Echo Du Nord, St-Jerome, PQ	8,600	W	1
13May96	Lanigan Advisor, Lanigan, SK	1,384	W	1
21May96	Edson Leader, Edson, AB	3,300	W	2
16May96	Xtra West, Vancouver, BC	27,500	M	1
14May96	Voice of the Middlesex Farmer, Dresden, ON	6,925	M	1
22May96	Hamilton Mountain News, Stoney Creek, ON	44,015	W	1
17May96	The Nugget, North Bay, ON	21,740	D	1
14May96	The Lethbridge Herald, Lethbridge, AB	28,257	D	1
13May96	The Kamloops Daily News, Kamloops, BC	18,000	D	1
15May96	The Lethbridge Herald, Lethbridge, AB	28,257	D	1
13May96	The Daily Bulletin, Kimberley, BC	2,000	D	1
16May96	Uptown (Winnipeg), Winnipeg, MB	25,000	M	1
17May96	Moose Jaw Times-Herald, Moose Jaw, SK	10,300	D	2
14May96	The Sun Times, Owen Sound, ON	23,680	D	2
15May96	The Napanee Beaver, Napanee, ON	23,000	W	1
11May96	Moose Jaw Times-Herald, Moose Jaw, SK	10,300	D	1
15May96	The Inverness Oran, Inverness, NS	5,299	W	1
14May96	Focus, Goderich, ON	19,500	W	1
21May96	Observer, Sarnia, ON	24,500	D	1
08May96	The Stouffville Sun, Stouffville, ON	4,000	W	1
28May96	The Hamilton Spectator, Hamilton, ON	111,500	D	1
15May96	The Observer, Hartland, NB	5,400	W	1
08May96	Camrose Canadian, Camrose, AB	4,375	W	2
05May96	Gaspé Peninsula "Spec", New Carlisle, PQ	3,500	W	1
08May96	Clearview Star, Creemore, ON	3,675	W	1
19May96	The Examiner, Peterborough, ON	26,247	D	1
14May96	Voice of the Lambton Farmer, Dresden, ON	4,775	M	1

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* Detailed Billing Report *

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STATISTICS CANADA

ACCOUNTS PAYABLE

RH COATES BLDG, 10TH FLOOR
 SECTION B, TUNNEY'S PASTURE
 OTTAWA, ON
 K1A 0T6
 Expiry Date: 01 Aug 96

Customer No: 24668
 Customer PO: 67-72100-1005
 Topic Order: 22679
 Reference: 8166
 Remarks: CENSUS 1991

===== CLIP DETAILS =====

Issue Date	Publication	Circulation	Type	Qty
19May96	Scope Newspaper, Slave Lake, AB	1,950	W	1
12May96	L'Appel, Quebec, PQ	53,993	W	1
05May96	Le Richelieu Dimanche, St-Jean, PQ	33,794	W	1
10May96	La Liberte, St-Boniface, MB	4,300	W	1
13May96	Thompson Citizen, Thompson, MB	2,693	W	1
17May96	The Port Hope Evening Guide, Port Hope, ON	3,600	D	1
15May96	Esquimalt News, Victoria, BC	111,515	W	1
13May96	The Whig-Standard, Kingston, ON	29,912	D	1
17May96	The Daily Gleaner, Fredericton, NB	30,689	D	1
17May96	The Lethbridge Herald, Lethbridge, AB	28,257	D	1
10May96	Thompson Citizen, Thompson, MB	2,693	W	1
13May96	The Shoal Lake Star, Shoal Lake, MB	1,500	W	1
15May96	The Daily Graphic, Portage la Prairie, MB	4,650	D	1
23May96	Voir Montreal, Montreal, PQ	90,000	M	1
19May96	Sunday Free Press, Brandon, MB		D	1
16May96	See Magazine, Edmonton, AB	32,000	M	1
22May96	Olds Gazette, Olds, AB	3,800	W	1
10May96	North Shore News, North Vancouver, BC	61,554	W	1
14May96	The Advocate, Athabasca, AB	5,000	W	1
09May96	The Humboldt Journal, Humboldt, SK	5,200	W	1
17May96	Daily Sentinel-Review, Woodstock, ON	9,579	D	1
17May96	Daily Herald-Tribune, Grande Prairie, AB	8,600	D	1
08May96	The Kindersley Clarion, Kindersley, SK	3,700	W	1
16May96	Moose Jaw Times-Herald, Moose Jaw, SK	10,300	D	1
23May96	Chronicle-Journal, Thunder Bay, ON	30,000	D	1
22May96	Daily Herald, Prince Albert, SK	10,000	D	1
13May96	The Daily Gleaner, Fredericton, NB	30,689	D	1
15May96	Deloraine Times & Star, Deloraine, MB	1,450	W	1
14May96	Camrose Booster, Camrose, AB	12,327	W	1
13May96	Rosetown Eagle, Rosetown, SK	2,639	W	2
21May96	The County Review, Raymond, AB	1,400	W	1
15May96	Wainwright Star Chronicle, Wainwright, AB	2,800	W	1
16May96	North Toronto Free Press, Toronto, ON	1,500	W	1
27May96	B.C. Report, Vancouver, BC	29,000	M	1

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STATISTICS CANADA

ACCOUNTS PAYABLE

RH COATES BLDG, 10TH FLOOR

SECTION B, TUNNEY'S PASTURE

OTTAWA, ON

K1A 0T6

Expiry Date: 01 Aug 96

Customer No: 24668

Customer PO: 67-72100-1005

Topic Order: 22679

Reference: 8166

Remarks: CENSUS 1991

===== CLIP DETAILS =====

Issue Date	Publication	Circulation	Type	Qty
25May96	Cape Breton Post, Sydney, NS	32,200	D	1
13May96	Wilkie Press, Unity, SK	1,250	W	3
15May96	The Carillon, Steinbach, MB	15,400	W	1
21May96	Comox Valley Echo, Courtenay, BC	19,134	W	1
15May96	The Grandview Exponent, Grandview, MB	1,506	W	1
31May96	The Sudbury Star, Sudbury, ON	28,000	D	1
14May96	Gull Lake Advance, Gull Lake, SK	1,698	W	2
08May96	Lakes District News, Burns Lake, BC	1,788	W	1
15May96	The Daily Courier, Kelowna, BC	20,000	D	1
14May96	Daily Miner and News, Kenora, ON	4,700	D	1
14May96	Melfort Journal, Melfort, SK	4,325	W	2
14May96	Reminder, Flin Flon, MB	3,800	D	1
15May96	The Kamloops Daily News, Kamloops, BC	18,000	D	1
13May96	N.E. Region Community Booster, Nipawin, SK	18,835	W	1
31May96	Kitchener-Waterloo Record, Kitchener, ON	69,780	D	1
18May96	Times-Journal, St. Thomas, ON	9,500	D	2
08May96	The Canadian, Carleton Place, ON	3,756	W	1
14May96	Gazette News, Baldur, MB	1,460	W	1
17May96	Daily Free Press, Nanaimo, BC	10,000	D	1
08May96	The Macleod Gazette, Fort Macleod, AB	1,597	W	1
30May96	The Edmonton Sun, Edmonton, AB	74,542	D	1
15May96	Vancouver Echo, Vancouver, BC	56,067	W	1
16May96	East Toronto Advocate, Toronto, ON	2,000	W	1
05May96	L'Echo De Frontenac, Lac Megantic, PQ	9,059	W	1
29May96	The Manitoulin Recorder, Gore Bay, ON	4,081	W	1
21May96	The Sault Star, Sault Ste. Marie, ON	25,000	D	1
17May96	Miramichi Weekend, Miramichi, NB	8,191	W	1
09May96	Maidstone Mirror, North Battleford, SK	1,343	W	1
17May96	The Penticton Herald, Penticton, BC	8,700	D	1
18May96	The Okanagan Saturday, Kelowna, BC		D	1
16May96	Leaside Advertiser, Toronto, ON	6,500	W	1
Mailing Date: 11Jun96				----
Sub Total				281

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STATISTICS CANADA

ACCOUNTS PAYABLE

RH COATES BLDG, 10TH FLOOR
 SECTION B, TUNNEY'S PASTURE
 OTTAWA, ON
 K1A 0T6
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Customer No: 24668
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===== CLIP DETAILS =====

Issue Date	Publication	Circulation	Type	Qty
16May96	The Advertiser (Grand Falls), Grand Falls-Windso	11,400	W	1
23May96	Oliver Chronicle, Oliver, BC	3,330	W	1
22May96	Digby Courier, Digby, NS	4,025	W	1
29May96	Osoyoos Times, Osoyoos, BC	2,637	W	1
21May96	Grand Centre/Coldlake Sun, Grand Centre, AB	5,808	W	1
05Jun96	The Calgary Herald, Calgary, AB	118,862	D	1
22May96	Tekawennake, Ohsweken, ON	2,500	E	1
22May96	The Free Press, Fernie, BC	8,700	W	1
03Jun96	The Winnipeg Sun, Winnipeg, MB	50,000	D	1
29May96	Goldstream News Gazette, Victoria, BC	14,000	W	1
29May96	West Prince Graphic, Alberton, PE	2,198	W	1
22May96	The Advance (Liverpool), Liverpool, NS	3,900	W	1
25May96	The Citizen (Amherst), Amherst, NS	7,400	W	1
21May96	The Advertiser (Kentville), Kentville, NS	8,960	W	1
21May96	Melfort Journal, Melfort, SK	4,325	W	1
27May96	Fort McMurray Today, Fort McMurray, AB	7,220	D	1
27May96	Alberta Report/Western Report, Edmonton, AB	45,000	M	1
15May96	Chilliwack Progress, Chilliwack, BC	13,476	W	1
20May96	Redwater Review, Redwater, AB	4,664	W	1
29May96	Terrace Times, Terrace, BC	9,431	W	2
17May96	Daily Herald, Prince Albert, SK	10,000	D	1
03Jun96	The Guardian, Charlottetown, PE	23,500	D	1
30May96	La Presse, Montreal, PQ	210,000	D	1
22May96	Melville Advance, Melville, SK	4,200	W	1
22May96	Smoky Lake Signal, Smoky Lake, AB	2,300	W	1
01Jun96	The Vancouver Sun, Vancouver, BC	222,401	D	1
22May96	St-Paul Journal, St-Paul, AB	5,100	W	1
31May96	Evening Times-Globe, Saint John, NB	34,000	D	1
28May96	Review, Niagara Falls, ON	20,000	D	1
05Jun96	The Hamilton Spectator, Hamilton, ON	111,500	D	1
05Jun96	The Gazette, Montreal, PQ	158,493	D	1
28May96	The Examiner, Peterborough, ON	26,247	D	1
05Jun96	Star Phoenix, Saskatoon, SK	63,500	D	1
22May96	Taber Times, Taber, AB	3,468	W	1

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STATISTICS CANADA

ACCOUNTS PAYABLE

RH COATES BLDG, 10TH FLOOR
SECTION B, TUNNEY'S PASTURE
OTTAWA, ON
K1A 0T6
Expiry Date: 01 Aug 96

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Topic Order: 22679
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===== CLIP DETAILS =====

Issue Date	Publication	Circulation	Type	Qty
15May96	Potashville Miner Journal, Esterhazy, SK	1,956	W	1
05May96	Courrier-Sud, Nicolet, PQ	20,071	W	1
28May96	Daily Miner and News, Kenora, ON	4,700	D	1
30May96	The Daily Graphic, Portage la Prairie, MB	4,650	D	1
22May96	Valleyview Valley Views, Valleyview, AB	1,600	W	1
14May96	The Evening News, New Glasgow, NS	11,000	D	1
22May96	South Peace News, High Prairie, AB	2,211	W	1
22May96	Smoky River Express, Falher, AB	2,532	W	1
14May96	The Maple Creek News, Maple Creek, SK	2,600	W	1
31May96	Winnipeg Free Press, Winnipeg, MB	134,493	D	1
22May96	Wainwright Star Chronicle, Wainwright, AB	2,800	W	1
21May96	The Times (Ft. Erie), Fort Erie, ON	10,500	W	1
28May96	The Western Star, Corner Brook, NF	12,000	D	1
21May96	The Weekly Record, Truro, NS	4,800	W	1
14May96	Carberry News-Express, Carberry, MB	1,339	W	1
16May96	Forest Hill Journal, Toronto, ON	1,000	W	1
15May96	The Kindersley Clarion, Kindersley, SK	3,700	W	1
27May96	Albani Valley Times, Port Alberni, BC	7,000	D	1
16May96	East York Times, Toronto, ON	11,000	W	1
21May96	Coast Guard, Shelburne, NS	5,800	W	1
28May96	Daily News, Amherst, NS	4,700	D	1
14May96	The Reston Recorder, Reston, MB	1,197	W	1
16May96	St. Clair Examiner, Toronto, ON	1,000	W	1
15May96	Smoky Lake Signal, Smoky Lake, AB	2,300	W	1
14May96	The Western Canadian, Manitou, MB	1,900	W	1
13May96	Unity Northwest Herald, Unity, SK	2,300	W	3
31May96	The Hamilton Spectator, Hamilton, ON	111,500	D	1
11May96	The Daily News, Truro, NS	8,000	D	1
08May96	La Boite a Nouvelles, Iroquois Falls "A", ON	1,500	W	1
15May96	Melville Advance, Melville, SK	4,200	W	1
23May96	Daily Herald-Tribune, Grande Prairie, AB	8,600	D	1
16May96	Le Journal De Cornwall, Cornwall, ON	2,300	W	1
27May96	Barrie Examiner, Barrie, ON	11,148	D	1
16May96	The Humboldt Journal, Humboldt, SK	5,200	W	1

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STATISTICS CANADA

ACCOUNTS PAYABLE

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 SECTION B, TUNNEY'S PASTURE
 OTTAWA, ON
 K1A 0T6
 Expiry Date: 01 Aug 96

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 Customer PO: 67-72100-1005
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===== CLIP DETAILS =====

Issue Date	Publication	Circulation	Type	Qty
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15May96	Weyburn Review, Weyburn, SK	5,765	W	1
13May96	Bassano Times, Bassano, AB	813	W	2
14May96	The Northerner (La Ronge), La Ronge, SK	1,950	W	1
14May96	The Observer (Carlyle), Carlyle, SK	2,900	W	1
22May96	Red Deer Advocate, Red Deer, AB	19,756	D	1
10May96	Yellowknifer, Yellowknife, NT	6,351	W	1
08May96	The Saskatchewan Valley News, Rosthern, SK	3,628	W	2
14May96	The Herbert Herald, Herbert, SK	1,593	W	1
29May96	The Vancouver Sun, Vancouver, BC	222,401	D	1
15May96	The Saskatchewan Valley News, Rosthern, SK	3,628	W	1
24May96	Star Phoenix, Saskatoon, SK	63,500	D	1

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04Jun96	Slave River Journal, Fort Smith, NT	2,072	W	1
29May96	Caledonia Courier, Vanderhoof, BC	1,200	W	1
30May96	The Lethbridge Herald, Lethbridge, AB	28,257	D	1
06Jun96	The Lethbridge Herald, Lethbridge, AB	28,257	D	1
05Jun96	Daily Press, Timmins, ON	11,800	D	1
04Jun96	Welland-Port Colborne Tribune, Welland, ON	18,500	D	1
28May96	Journal Pioneer, Summerside, PE	11,000	D	1
29May96	The Gazette, Grand Forks, BC	3,763	W	1
05Jun96	Daily Herald-Tribune, Grande Prairie, AB	8,600	D	1
11Jun96	The Mail Star, Halifax, NS	44,704	D	1
05Jun96	The Nugget, North Bay, ON	21,740	D	1
07Jun96	The Guelph Mercury, Guelph, ON	17,500	D	1
30May96	Times-Journal, St. Thomas, ON	9,500	D	1
28May96	The Record, Sherbrooke, PQ	6,102	D	1
15May96	100 Mile House Free Press, 100 Mile House, BC	5,000	W	2
29May96	Huntsville Forester, Huntsville, ON	7,000	W	1
29May96	The Similkameen Spotlight, Princeton, BC	2,200	W	1
29May96	The Lethbridge Herald, Lethbridge, AB	28,257	D	1
29May96	The Nanton News, Nanton, AB	1,368	W	1
28May96	The Daily News, Chatham, ON	16,900	D	1

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STATISTICS CANADA

ACCOUNTS PAYABLE

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===== CLIP DETAILS =====

Issue Date	Publication	Circulation	Type	Qty
03Jun96	The Valley Leader, Carman, MB	8,600	W	1
29May96	The Standard, St. Catharines, ON	38,000	D	1
17May96	Yellowknifer, Yellowknife, NT	6,351	W	1
14May96	The Hub, Hay River, NT	4,100	W	1
05Jun96	Freighter, Timmins, ON	1,000	W	1
28May96	Abbotsford Times, Abbotsford, BC	37,142	W	1
29May96	Omineca Express/Bugle, Vanderhoof, BC	2,500	W	1
20May96	Westlock News, Westlock, AB	4,565	W	1
21May96	The Lacombe Globe, Lacombe, AB	3,700	W	1
11Jun96	The Windsor Star, Windsor, ON	82,000	D	1
22May96	The Herbert Herald, Herbert, SK	1,593	W	1
30May96	The Whistler Question, Whistler, BC	4,200	W	1
05Jun96	The Standard, St. Catharines, ON	38,000	D	1
05Jun96	The Examiner, Peterborough, ON	26,247	D	1
22May96	The Brooks Bulletin, Brooks, AB	5,537	W	1
17Jun96	The Toronto Sun, Toronto, ON	250,517	D	1
03Jun96	B.C. Report, Vancouver, BC	29,000	M	1
10Jun96	Winnipeg Free Press, Winnipeg, MB	134,493	D	1
29May96	Surrey/North Delta Now, Surrey, BC	105,000	W	2
24May96	Yellowknifer, Yellowknife, NT	6,351	W	3
05Jun96	Daily News, Amherst, NS	4,700	D	1
21May96	The Advocate, Athabasca, AB	5,000	W	1
24May96	La Liberte, St-Boniface, MB	4,300	W	1
27May96	The Record, Sherbrooke, PQ	6,102	D	1
11Jun96	Star Phoenix, Saskatoon, SK	63,500	D	1
05Jun96	Medicine Hat News, Medicine Hat, AB	15,500	D	1
21May96	Fairview Post, Fairview, AB	3,928	W	1
27May96	Packet and Times, Orillia, ON	9,600	D	2
05Jun96	Welland-Port Colborne Tribune, Welland, ON	18,500	D	1
30May96	Shuswap Sun, Salmon Arm, BC	17,373	W	1
07Jun96	Standard-Freeholder, Cornwall, ON	19,000	D	1
05Jun96	Oliver Chronicle, Oliver, BC	3,330	W	1
02Jun96	Saskatoon Sun, Saskatoon, SK		W	1
22May96	100 Mile House Free Press, 100 Mile House, BC	5,000	W	2

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* Detailed Billing Report *

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STATISTICS CANADA

ACCOUNTS PAYABLE

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===== CLIP DETAILS =====

Issue Date	Publication	Circulation	Type	Qty
11Jun96	The Chronicle-Herald, Halifax, NS	96,733	D	1
20Jun96	The Toronto Sun, Toronto, ON	250,517	D	1
03Jun96	The Hamiota Echo, Shoal Lake, MB	1,400	W	1
14Jun96	The Calgary Sun, Calgary, AB	67,960	D	1
24May96	Stony Plain This Week, Stony Plain, AB	7,446	W	1
03Jun96	The Shoal Lake Star, Shoal Lake, MB	1,500	W	1
23May96	Shuswap Sun, Salmon Arm, BC	17,373	W	1
22May96	The Observer, Hartland, NB	5,400	W	1
22May96	Le Madawaska, Edmundston, NB	7,808	W	1
28May96	The Optimist, Redvers, SK	1,500	W	1
05Jun96	The Sault Star, Sault Ste. Marie, ON	25,000	D	1
	Mailing Date: 25Jun96	Sub Total		71

Grand Total 986

===== Publication Type Summary =====

Publication Type	No. of Clips	Circulation
Dailies	424	19,272,660
Ethnic	7	175,000
Magazines	20	614,500
Community Papers	535	5,551,035
Grand Totals	986	25,613,195

===== Publication Type Summary by Province =====

Province	Publication Type	No. of Clips	Circulation
ALBERTA	Dailies	74	3,901,543
	Magazines	3	122,000

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===== Publication Type Summary by Province =====

Province	Publication Type	No. of Clips	Circulation
	Community Papers	81	370,676
	Province Totals	158	4,394,219
BRITISH COLUMBIA	Dailies	53	2,255,294
	Ethnic	1	10,000
	Magazines	5	122,000
	Community Papers	117	2,227,981
	Province Totals	176	4,615,275
MANITOBA	Dailies	25	1,302,344
	Magazines	4	105,000
	Community Papers	33	141,992
	Province Totals	62	1,549,336
NEW BRUNSWICK	Dailies	19	580,317
	Community Papers	30	149,597
	Province Totals	49	729,914
NEWFOUNDLAND	Dailies	7	231,745
	Community Papers	13	73,650
	Province Totals	20	305,395
NOVA SCOTIA	Dailies	30	695,639
	Community Papers	27	158,553
	Province Totals	57	854,192
NORTHWEST TERRITORIES	Community Papers	8	26,225
	Province Totals	8	26,225

Open Report (No Update)
Division : 100
Telephone : (416) 750-2220
Billing Date : 27 Jun 96

STATISTICS CANADA

ACCOUNTS PAYABLE

RH COATES BLDG, 10TH FLOOR

SECTION B, TUNNEY'S PASTURE

OTTAWA, ON

K1A 0T6

Expiry Date: 01 Aug 96

Customer No: 24668

Customer PO: 67-72100-1005

Topic Order: 22679

Reference: 8166

Remarks: CENSUS 1991

===== Publication Type Summary by Province =====

Province	Publication Type	No. of Clips	Circulation
ONTARIO	Dailies	157	7,134,464
	Ethnic	5	142,000
	Magazines	6	145,500
	Community Papers	136	1,395,484
	Province Totals	304	8,817,448
PRINCE EDWARD ISLAND	Dailies	11	171,000
	Community Papers	2	3,398
	Province Totals	13	174,398
QUEBEC	Dailies	20	2,140,888
	Ethnic	1	23,000
	Magazines	2	120,000
	Community Papers	37	812,869
	Province Totals	60	3,096,757
SASKATCHEWAN	Dailies	27	855,226
	Community Papers	50	181,293
	Province Totals	77	1,036,519
YUKON TERRITORY	Dailies	1	4,200
	Community Papers	1	9,317
	Province Totals	2	13,517
Grand Totals		986	25,613,195

Open Report (No Update)
 Division : 100
 Telephone : (416)750-2220
 Billing Date : 26 Jun 96

STATISTICS CANADA
 ACCOUNTS PAYABLE
 RH COATES BLDG, 10TH FLOOR
 SECTION B, TUNNY'S PASTURE
 OTTAWA, ON
 K1A 0T6
 Expiry Date: 31 Jul 96

Customer No: 62127
 Customer PO: 67-72100-1005
 Topic Order: 46215
 Reference: 8166D
 Remarks: 1996 CENSUS,
 SUB-ACCOUNT, NOVA SCOTIA
 WEEKLIES

===== CLIP DETAILS =====				
Issue	Publication	Circulation	Type	Qty
Date				
24Apr96	The Advance (Liverpool), Liverpool, NS	3,900	W	1
	Mailing Date: 28May96	Sub Total		1
15May96	The Hants Journal, Windsor, NS	5,354	W	1
01May96	The Casket, Antigonish, NS	7,200	W	1
14May96	The Advertiser (Kentville), Kentville, NS	8,960	W	1
01May96	The Hants Journal, Windsor, NS	5,354	W	2
10May96	The Vanguard, Yarmouth, NS	15,500	W	1
	Mailing Date: 04Jun96	Sub Total		6
08May96	The Inverness Oran, Inverness, NS	5,299	W	1
20May96	Lighthouse Log, Bridgewater, NS	21,887	W	1
15May96	The Inverness Oran, Inverness, NS	5,299	W	1
08May96	Pictou Advocate, Pictou, NS	4,781	W	1
	Mailing Date: 11Jun96	Sub Total		4
21May96	The Advertiser (Kentville), Kentville, NS	8,960	W	1
22May96	Digby Courier, Digby, NS	4,025	W	1
22May96	The Advance (Liverpool), Liverpool, NS	3,900	W	1
21May96	The Weekly Record, Truro, NS	4,800	W	1
25May96	The Citizen (Amherst), Amherst, NS	7,400	W	1
	Mailing Date: 18Jun96	Sub Total		5
		Grand Total		16

===== Publication Type Summary =====

Publication Type	No. of Clips	Circulation
Community Papers	16	112,619
Grand Totals	16	112,619

Open Report (No Update)
Division : 100
Telephone : (416)750-2220
Billing Date : 26 Jun 96

STATISTICS CANADA

ACCOUNTS PAYABLE

RH COATES BLDG, 10TH FLOOR

SECTION B, TUNNY'S PASTURE

OTTAWA, ON

K1A 0T6

Expiry Date: 31 Jul 96

Customer No: 62127

Customer PO: 67-72100-1005

Topic Order: 46215

Reference: 8166D

Remarks: 1996 CENSUS,
SUB-ACCOUNT, NOVA SCOTIA
WEEKLIES

===== Publication Type Summary by Province =====

Province	Publication Type	No. of Clips	Circulation
NOVA SCOTIA	Community Papers	16	112,619
		-----	-----
	Province Totals	16	112,619
		-----	-----
	Grand Totals	16	112,619
		=====	=====

Open Report (No Update)
Division : 100
Telephone : (416) 750-2220
Billing Date : 26 Jun 96

STATISTICS CANADA
ACCOUNTS PAYABLE
RH COATES BLDG, 10TH FLOOR
SECTION B, TUNNY'S PASTURE
OTTAWA, ON
K1A 0T6
Expiry Date: 31 Jul 96

Customer No: 62126
Customer PO: 67-72100-1005
Topic Order: 46214
Reference: 8166C
Remarks: 1996 CENSUS,
SUB-ACCOUNT, QUEBEC
WEEKLIES/MAGS.

===== CLIP DETAILS =====

Issue Date	Publication	Circulation	Type	Qty
28Apr96	L'Hebdo Journal, Cap-De-La-Madeleine, PQ	57,864	W	1
28Apr96	Le Lac St-Jean, Alma, PQ	19,900	W	1
28Apr96	Progres Echo Dimanche, Rimouski, PQ	27,900	W	1
	Mailing Date: 28May96	Sub Total		3
06May96	Senior Times, Montreal, PQ	30,000	M	1
08May96	La Voix Gaspesienne, Matane, PQ	5,500	W	1
05May96	Bonjour Dimanche, Hull, PQ	77,000	W	1
08May96	The Monitor (Montreal), Montreal, PQ	29,500	W	1
05May96	L'Hebdo Journal, Cap-De-La-Madeleine, PQ	57,864	W	1
04May96	Tribune/Express, Lachute, PQ	10,600	W	1
03May96	Le Radar, Iles-De-La-Madeleine, PQ	3,000	W	1
27Apr96	Objectif Plein-Jour, Baie Comeau, PQ	15,372	W	1
02May96	Presse Cote-Nord, Sept-Iles, PQ	6,420	W	1
	Mailing Date: 04Jun96	Sub Total		9
05May96	Gaspé Peninsula "Spec", New Carlisle, PQ	3,500	W	1
05May96	Le Nord Est, Baie Comeau, PQ	12,377	W	2
12May96	Le Riverain (Ste-Anne), Ste-Anne-des-Monts, PQ	6,357	W	1
12May96	Info Dimanche, Riviere-du-Loup, PQ	20,515	W	1
02May96	Cdn. Jewish News (Montreal), Montreal, PQ	23,000	E	1
07May96	Le Courrier De St-Hyacinthe, St-Hyacinthe, PQ	14,500	W	1
05May96	Le Courrier De Portneuf, Donnacona, PQ	27,079	W	1
05May96	Courrier-Sud, Nicolet, PQ	20,071	W	1
11May96	Beauport Express, Beauport, PQ	39,051	W	1
08May96	Le Rimouskois, Rimouski, PQ	23,645	W	1
11May96	1ere Edition Du Sud-Ouest, Vaudreuil, PQ	34,411	W	2
08May96	The Chronicle (Pte. Claire), Pointe Claire, PQ	18,776	W	1
11May96	Le Nord-Info, Ste-Therese, PQ	47,730	W	1
15May96	The Gleaner, Huntingdon, PQ	5,000	W	1
08May96	Frontiere de Rouyn Noranda, Rouyn-Noranda, PQ	8,000	W	2
15May96	Le Clairon de Ste-Hyacinthe, St-Hyacinthe, PQ	22,100	W	1

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Open Report (No Update)

Division : 100

Telephone : (416) 750-2220

Billing Date : 26 Jun 96

STATISTICS CANADA

ACCOUNTS PAYABLE

RH COATES BLDG, 10TH FLOOR

SECTION B, TUNNY'S PASTURE

OTTAWA, ON

K1A 0T6

Expiry Date: 31 Jul 96

Customer No: 62126

Customer PO: 67-72100-1005

Topic Order: 46214

Reference: 8166C

Remarks: 1996 CENSUS,
SUB-ACCOUNT, QUEBEC
WEEKLIES/MAGS.

===== CLIP DETAILS =====

Issue Date	Publication	Circulation	Type	Qty
16May96	Presse Cote-Nord, Sept-Iles, PQ	6,420	W	1
15May96	L'Echo Du Nord, St-Jerome, PQ	8,600	W	1
05May96	Le Richelieu Dimanche, St-Jean, PQ	33,794	W	1
12May96	L'Appel, Quebec, PQ	53,993	W	1
23May96	Voir Montreal, Montreal, PQ	90,000	M	1
05May96	L'Echo De Frontenac, Lac Megantic, PQ	9,059	W	1
04May96	La Seigneurie, Boucherville, PQ	20,500	W	1
	Mailing Date: 11Jun96	Sub Total		26
05May96	Courrier-Sud, Nicolet, PQ	20,071	W	1
14May96	Flambeau De L'Est, St. Leonard, PQ	46,400	W	1
	Mailing Date: 18Jun96	Sub Total		2
		Grand Total		40

===== Publication Type Summary =====

Publication Type	No. of Clips	Circulation
Ethnic	1	23,000
Magazines	2	120,000
Community Papers	37	812,869
Grand Totals	40	955,869

===== Publication Type Summary by Province =====

Province	Publication Type	No. of Clips	Circulation
QUEBEC	Ethnic	1	23,000
	Magazines	2	120,000

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* Detailed Billing Report *

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Division : 100
Telephone : (416) 750-2220
Billing Date : 26 Jun 96

STATISTICS CANADA
ACCOUNTS PAYABLE
RH COATES BLDG, 10TH FLOOR
SECTION B, TUNNY'S PASTURE
OTTAWA, ON
K1A 0T6
Expiry Date: 31 Jul 96

Customer No: 62126
Customer PO: 67-72100-1005
Topic Order: 46214
Reference: 8166C
Remarks: 1996 CENSUS,
SUB-ACCOUNT, QUEBEC
WEEKLIES/MAGS.

===== Publication Type Summary by Province =====

Province	Publication Type	No. of Clips	Circulation
	Community Papers	37	812,869
	Province Totals	40	955,869
	Grand Totals	40	955,869

Open Report (No Update)

Division : 100

Telephone : (416) 750-2220

Billing Date : 27 Jul 96

STATISTICS CANADA

ACCOUNTS PAYABLE

RH COATES BLDG, 10TH FLOOR

SECTION B, TUNNEY'S PASTURE

OTTAWA, ON

K1A 0T6

Expiry Date: 01 Aug 96

Customer No: 24668

Customer PO: 67-72100-1005

Topic Order: 22679

Reference: 8166

Remarks: CENSUS 1991

===== CLIP DETAILS =====

Issue Date	Publication	Circulation	Type	Qty
04Jun96	Brant News, Brantford, ON	32,112	W	1
11Jun96	Alberni Valley Times, Port Alberni, BC	7,400	D	1
17Jun96	Evening Times-Globe, Saint John, NB	34,000	D	1
16Jun96	The Intelligencer, Belleville, ON	18,500	D	1
17Jun96	The Gazette, Montreal, PQ	158,493	D	1
05Jun96	Weyburn Review, Weyburn, SK	5,765	W	1
05Jun96	The Edmonton Journal, Edmonton, AB	172,000	D	1
05Jun96	The Daily News, Kamloops, BC	18,000	D	1
22May96	The Bulletin (Bridgewater), Bridgewater, NS	8,530	W	1
24May96	Spruce Grove This Week, Spruce Grove, AB	6,836	W	1
03Jun96	The Rossburn Review, Shoal Lake, MB	1,500	W	1
03Jun96	The Birtle Eye-Witness, Shoal Lake, MB	1,500	W	1
15May96	The Exeter Times-Advocate, Exeter, ON	5,000	W	1
05Jun96	Tisdale Recorder, Tisdale, SK	2,500	W	1
07Jun96	Chilliwack Times, Chilliwack, BC	25,500	W	1
07Jun96	The Morning Star, Vernon, BC	28,443	W	1
09Jun96	The Intelligencer, Belleville, ON	18,500	D	1
09Jun96	The Examiner, Peterborough, ON	26,247	D	1
19Jun96	The London Free Press, London, ON	106,129	D	1
10Jun96	The Examiner, Peterborough, ON	26,247	D	2
05Jun96	Fort McMurray Today, Fort McMurray, AB	7,220	D	1
04Jun96	The Killarney Guide, Killarney, MB	2,300	W	1
13Jun96	Le Devoir, Montreal, PQ	39,000	D	1
04Jun96	Gazette News, Baldur, MB	1,460	W	1
04Jun96	The Western Canadian, Manitou, MB	1,900	W	1
14Jun96	The Winnipeg Sun, Winnipeg, MB	50,000	D	1
06Jun96	Pride Newspaper, Scarborough, ON	25,000	E	1

Open Report (No Update)
Division : 100
Telephone : (416) 750-2220
Billing Date : 27 Jul 96

STATISTICS CANADA

ACCOUNTS PAYABLE

RH COATES BLDG, 10TH FLOOR
SECTION B, TUNNEY'S PASTURE
OTTAWA, ON
K1A 0T6
Expiry Date: 01 Aug 96

Customer No: 24668
Customer PO: 67-72100-1005
Topic Order: 22679
Reference: 8166
Remarks: CENSUS 1991

===== CLIP DETAILS =====

Issue Date	Publication	Circulation	Type	Qty
16Jun96	The Gazette, Montreal, PQ	158,493	D	1
01Jun96	Beach Town Crier, Toronto, ON	30,000	W	1
04Jun96	The Russell Banner, Russell, MB	1,987	W	1
04Jun96	Carberry News-Express, Carberry, MB	1,339	W	1
08Jun96	Times-Journal, St. Thomas, ON	9,500	D	1
29May96	North Shore News, North Vancouver, BC	61,554	W	1
20Jun96	The Calgary Sun, Calgary, AB	67,960	D	1
05Jun96	The Star & Times, Swan River, MB	4,756	W	1
05Jun96	Didsbury Review, Didsbury, AB	1,603	W	1
12Jun96	North Island Gazette, Port Hardy, BC	3,500	W	1
27Jun96	The Toronto Sun, Toronto, ON	250,517	D	1
11Jun96	Brant News, Brantford, ON	32,112	W	1

Mailing Date: 02Jul96

Sub Total 40

19Jun96	Guelph Tribune, Guelph, ON	33,890	W	1
05Jun96	La Voix Acadienne, Summerside, PE	1,200	W	1
05Jun96	Boissevain Recorder, Boissevain, MB	2,100	W	1
19Jun96	Brandon Sun, Brandon, MB	18,500	D	1
26Jun96	The Hamilton Spectator, Hamilton, ON	111,500	D	1
09Jun96	Scope Newspaper, Slave Lake, AB	1,950	W	1
26Jun96	The Vancouver Sun, Vancouver, BC	222,401	D	1
18Jun96	Journal Pioneer, Summerside, PE	11,000	D	1
26Jun96	The London Free Press, London, ON	106,129	D	1
26Jun96	Times-Colonist, Victoria, BC	73,000	D	1
20Jun96	Journal Pioneer, Summerside, PE	11,000	D	1
14Jun96	Courtenay Comox Valley Record, Courtenay, BC	18,005	W	1

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Division : 100

Telephone : (416)750-2220

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STATISTICS CANADA

ACCOUNTS PAYABLE

RH COATES BLDG, 10TH FLOOR

SECTION B, TUNNEY'S PASTURE

OTTAWA, ON

K1A 0T6

Expiry Date: 01 Aug 96

Customer No: 24668

Customer PO: 67-72100-1005

Topic Order: 22679

Reference: 8166

Remarks: CENSUS 1991

===== CLIP DETAILS =====

Issue Date	Publication	Circulation	Type	Qty
11Jun96	North Thompson Times, Clearwater, BC	3,822	W	1
18Jun96	Miramichi Leader, Miramichi, NB	7,909	W	1
10Jun96	Westlock News, Westlock, AB	4,565	W	1
11Jun96	The Advocate, Athabasca, AB	5,000	W	1
18Jun96	Land O'Lakes Sun, Marmora, ON	6,755	W	1
	Mailing Date: 09Jul96	Sub Total		17
06Jul96	The Gazette, Montreal, PQ	158,493	D	1
01Jun96	Alberta Native News, Edmonton, AB	12,000	E	1
19Jun96	Surrey/North Delta Now, Surrey, BC	105,000	W	1
26Jun96	Burnaby Now, Burnaby, BC	46,292	W	1
28Jun96	L'Acadie Nouvelle, Caraquet, NB	20,000	D	1
12Jun96	The Brooks Bulletin, Brooks, AB	5,537	W	1
03Jul96	The Calgary Herald, Calgary, AB	118,862	D	1
30Jun96	The Sudbury Star, Sudbury, ON	28,000	D	1
23Jun96	Le Journal de Quebec, Ville Vanier, PQ	102,405	D	1
11Jun96	Fairview Post, Fairview, AB	3,928	W	1
03Jul96	The Hamilton Spectator, Hamilton, ON	111,500	D	1
25Jun96	La Presse, Montreal, PQ	210,000	D	1
19Jun96	Glencoe-Alvinston Transcript, Glencoe, ON	2,964	W	1
30Jun96	The Gazette, Montreal, PQ	158,493	D	1
	Mailing Date: 16Jul96	Sub Total		14
10Jul96	The Leader Post, Regina, SK	65,813	D	1
05Jul96	The Daily News, Chatham, ON	16,900	D	1

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Division : 100

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STATISTICS CANADA

ACCOUNTS PAYABLE

RH COATES BLDG, 10TH FLOOR

SECTION B, TUNNEY'S PASTURE

OTTAWA, ON

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Topic Order: 22679

Reference: 8166

Remarks: CENSUS 1991

===== CLIP DETAILS =====

Issue Date	Publication	Circulation	Type	Qty
02Jul96	Miramichi Leader, Miramichi, NB	7,909	W	1
10Jul96	The Hamilton Spectator, Hamilton, ON	111,500	D	1
19Jun96	Terrace Standard, Terrace, BC	8,000	W	1
06Jul96	Brandon Sun, Brandon, MB	18,500	D	1
26Jun96	Coquitlam Now, Coquitlam, BC	48,500	W	1
15Jul96	The Toronto Sun, Toronto, ON	250,517	D	1
01Jul96	The Annex Gleaner, Toronto, ON	24,750	W	1
28Jun96	The Beacon Herald, Stratford, ON	13,500	D	1
	Mailing Date: 23Jul96	Sub Total		10
		Grand Total		81

===== Publication Type Summary =====

Publication Type	No. of Clips	Circulation
Dailies	39	3,106,219
Ethnic	2	37,000
Community Papers	40	598,273
Grand Totals	81	3,741,492

Open Report (No Update)

Division : 100

Telephone : (416)750-2220

Billing Date : 27 Jul 96

STATISTICS CANADA

ACCOUNTS PAYABLE

RH COATES BLDG, 10TH FLOOR

SECTION B, TUNNEY'S PASTURE

OTTAWA, ON

K1A 0T6

Expiry Date: 01 Aug 96

Customer No: 24668

Customer PO: 67-72100-1005

Topic Order: 22679

Reference: 8166

Remarks: CENSUS 1991

===== Publication Type Summary by Province =====

Province	Publication Type	No. of Clips	Circulation
ALBERTA	Dailies	4	366,042
	Ethnic	1	12,000
	Community Papers	7	29,419
	Province Totals	12	407,461
BRITISH COLUMBIA	Dailies	4	320,801
	Community Papers	10	348,616
	Province Totals	14	669,417
MANITOBA	Dailies	3	87,000
	Community Papers	9	18,842
	Province Totals	12	105,842
NEW BRUNSWICK	Dailies	2	54,000
	Community Papers	2	15,818
	Province Totals	4	69,818
NOVA SCOTIA	Community Papers	1	8,530
	Province Totals	1	8,530
ONTARIO	Dailies	16	1,205,186
	Ethnic	1	25,000
	Community Papers	8	167,583
	Province Totals	25	1,397,769

Open Report (No Update)
Division : 100
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STATISTICS CANADA

ACCOUNTS PAYABLE

RH COATES BLDG, 10TH FLOOR

SECTION B, TUNNEY'S PASTURE

OTTAWA, ON

K1A 0T6

Expiry Date: 01 Aug 96

Customer No: 24668

Customer PO: 67-72100-1005

Topic Order: 22679

Reference: 8166

Remarks: CENSUS 1991

===== Publication Type Summary by Province =====

Province	Publication Type	No. of Clips	Circulation
PRINCE EDWARD ISLAND	Dailies	2	22,000
	Community Papers	1	1,200
	Province Totals	3	23,200
QUEBEC	Dailies	7	985,377
	Province Totals	7	985,377
SASKATCHEWAN	Dailies	1	65,813
	Community Papers	2	8,265
	Province Totals	3	74,078
Grand Totals		81	3,741,492

Open Report (No Update)

Division : 100

Telephone : (416) 750-2220

Billing Date : 26 Jul 96

STATISTICS CANADA

ACCOUNTS PAYABLE

RH COATES BLDG, 10TH FLOOR

SECTION B, TUNNY'S PASTURE

OTTAWA, ON

K1A 0T6

Expiry Date: 31 Jul 96

Customer No: 62127

Customer PO: 67-72100-1005

Topic Order: 46215

Reference: 8166D

Remarks: 1996 CENSUS,
SUB-ACCOUNT, NOVA SCOTIA
WEEKLIES

===== CLIP DETAILS =====

Issue Date	Publication	Circulation	Type	Qty
22May96	The Bulletin (Bridgewater), Bridgewater, NS	8,530	W	1
	Mailing Date: 02Jul96		Sub Total	1
26Jun96	The Daily News, Halifax, NS	26,857	D	1
	Mailing Date: 09Jul96		Sub Total	1
		Grand Total		2

===== Publication Type Summary =====

Publication Type	No. of Clips	Circulation
Dailies	1	26,857
Community Papers	1	8,530
Grand Totals	2	35,387

===== Publication Type Summary by Province =====

Province	Publication Type	No. of Clips	Circulation
NOVA SCOTIA	Dailies	1	26,857
	Community Papers	1	8,530
	Province Totals	2	35,387
	Grand Totals	2	35,387

Open Report (No Update)
Division : 100
Telephone : (416) 750-2220
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STATISTICS CANADA

ACCOUNTS PAYABLE

RH COATES BLDG, 10TH FLOOR

SECTION B, TUNNY'S PASTURE

OTTAWA, ON

K1A 0T6

Expiry Date: 31 Jul 96

Customer No: 62124

Customer PO: 67-72100-1005

Topic Order: 46213

Reference: 8166B

Remarks: 1996 CENSUS, ONTARIO
SUB-ACCOUNT

===== CLIP DETAILS =====

Issue Date	Publication	Circulation	Type	Qty
06Jun96	Pride Newspaper, Scarborough, ON	25,000	E	1
01Jun96	Beach Town Crier, Toronto, ON	30,000	W	1
04Jun96	Brant News, Brantford, ON	32,112	W	1
11Jun96	Brant News, Brantford, ON	32,112	W	1
	Mailing Date: 02Jul96	Sub Total		4
18Jun96	Land O'Lakes Sun, Marmora, ON	6,755	W	1
19Jun96	Guelph Tribune, Guelph, ON	33,890	W	1
	Mailing Date: 09Jul96	Sub Total		2
19Jun96	Glencoe-Alvinston Transcript, Glencoe, ON	2,964	W	1
	Mailing Date: 16Jul96	Sub Total		1
01Jul96	The Annex Gleaner, Toronto, ON	24,750	W	1
	Mailing Date: 23Jul96	Sub Total		1
		Grand Total		8

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STATISTICS CANADA

ACCOUNTS PAYABLE

RH COATES BLDG, 10TH FLOOR

SECTION B, TUNNY'S PASTURE

OTTAWA, ON

K1A 0T6

Expiry Date: 31 Jul 96

Customer No: 62124

Customer PO: 67-72100-1005

Topic Order: 46213

Reference: 8166B

Remarks: 1996 CENSUS, ONTARIO

SUB-ACCOUNT

===== Publication Type Summary =====

Publication Type	No. of Clips	Circulation
Ethnic	1	25,000
Community Papers	7	162,583
	-----	-----
Grand Totals	8	187,583
	=====	=====

===== Publication Type Summary by Province =====

Province	Publication Type	No. of Clips	Circulation
ONTARIO	Ethnic	1	25,000
	Community Papers	7	162,583
		-----	-----
	Province Totals	8	187,583
		-----	-----
	Grand Totals	8	187,583
		=====	=====

Open Report (No Update)
 Division : 100
 Telephone : (416) 750-2220
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STATISTICS CANADA

ACCOUNTS PAYABLE

RH COATES BLDG, 10TH FLOOR

SECTION B, TUNNY'S PASTURE

OTTAWA, ON

K1A 0T6

Expiry Date: 31 Jul 96

Customer No: 62123

Customer PO: 67-72100-1005

Topic Order: 46212

Reference: 8166A

Remarks: ALBERTA SUB-ACCOUNT,
MAILED CLIPPINGS

===== CLIP DETAILS =====

Issue Date	Publication	Circulation	Type	Qty
03Jun96	The Rossburn Review, Shoal Lake, MB	1,500	W	1
05Jun96	Weyburn Review, Weyburn, SK	5,765	W	1
24May96	Spruce Grove This Week, Spruce Grove, AB	6,836	W	1
05Jun96	Tisdale Recorder, Tisdale, SK	2,500	W	1
04Jun96	Gazette News, Baldur, MB	1,460	W	1
04Jun96	Carberry News-Express, Carberry, MB	1,339	W	1
04Jun96	The Western Canadian, Manitou, MB	1,900	W	1
04Jun96	The Killarney Guide, Killarney, MB	2,300	W	1
05Jun96	The Star & Times, Swan River, MB	4,756	W	1
03Jun96	The Birtle Eye-Witness, Shoal Lake, MB	1,500	W	1
05Jun96	Didsbury Review, Didsbury, AB	1,603	W	1
04Jun96	The Russell Banner, Russell, MB	1,987	W	1
	Mailing Date: 02Jul96	Sub Total		12
09Jun96	Scope Newspaper, Slave Lake, AB	1,950	W	1
10Jun96	Westlock News, Westlock, AB	4,565	W	1
12Jun96	The Nipawin Journal, Nipawin, SK	4,800	W	2
11Jun96	The Advocate, Athabasca, AB	5,000	W	1
05Jun96	Boissevain Recorder, Boissevain, MB	2,100	W	1
	Mailing Date: 09Jul96	Sub Total		6
11Jun96	Fairview Post, Fairview, AB	3,928	W	1
01Jun96	Alberta Native News, Edmonton, AB	12,000	E	1
12Jun96	The Brooks Bulletin, Brooks, AB	5,537	W	1
	Mailing Date: 16Jul96	Sub Total		3
		Grand Total		21

Open Report (No Update)

Division : 100

Telephone : (416)750-2220

Billing Date : 26 Jul 96

STATISTICS CANADA

ACCOUNTS PAYABLE

RH COATES BLDG, 10TH FLOOR

SECTION B, TUNNY'S PASTURE

OTTAWA, ON

K1A 0T6

Expiry Date: 31 Jul 96

Customer No: 62123

Customer PO: 67-72100-1005

Topic Order: 46212

Reference: 8166A

Remarks: ALBERTA SUB-ACCOUNT,
MAILED CLIPPINGS

===== Publication Type Summary =====

Publication Type	No. of Clips	Circulation
Ethnic	1	12,000
Community Papers	20	61,326
	-----	-----
Grand Totals	21	73,326
	=====	=====

===== Publication Type Summary by Province =====

Province	Publication Type	No. of Clips	Circulation
ALBERTA	Ethnic	1	12,000
	Community Papers	7	29,419
		-----	-----
	Province Totals	8	41,419
MANITOBA	Community Papers	9	18,842
		-----	-----
	Province Totals	9	18,842
SASKATCHEWAN	Community Papers	4	13,065
		-----	-----
	Province Totals	4	13,065
		-----	-----
	Grand Totals	21	73,326
		=====	=====

Open Report (No Update)
Division : 100
Telephone : (416) 750-2220
Billing Date : 27 Aug 96

STATISTICS CANADA

ACCOUNTS PAYABLE

RH COATES BLDG, 10TH FLOOR
SECTION B, TUNNEY'S PASTURE
OTTAWA, ON
K1A 0T6

Expiry Date: 31 Mar 97

Customer No: 24668
Customer PO: 67-72100-1005
Topic Order: 22679
Reference: 8166
Remarks: CENSUS 1991

===== CLIP DETAILS =====

Issue Date	Publication	Circulation	Type	Qty
26Jul96	The Toronto Sun, Toronto, ON	250,517	D	1
30Jun96	The Grove Examiner, Spruce Grove, AB	5,000	W	1
31Jul96	The Toronto Sun, Toronto, ON	250,517	D	1
10Jul96	Stettler Independent, Stettler, AB	4,100	W	1
29Jul96	The Toronto Sun, Toronto, ON	250,517	D	1
22Jul96	The Toronto Sun, Toronto, ON	250,517	D	1
Mailing Date: 06Aug96				Sub Total 6
26Jul96	The Beacon Herald, Stratford, ON	13,500	D	1
26Jul96	The Nugget, North Bay, ON	21,740	D	1
26Jul96	The Standard, St. Catharines, ON	38,000	D	1
26Jul96	The Examiner, Peterborough, ON	26,247	D	1
26Jul96	Kitchener-Waterloo Record, Kitchener, ON	72,000	D	1
26Jul96	The Daily News, Chatham, ON	16,900	D	1
26Jul96	Observer, Sarnia, ON	24,000	D	1
26Jul96	Review, Niagara Falls, ON	20,000	D	1
26Jul96	Northern Daily News, Kirkland Lake, ON	5,600	D	1
26Jul96	Daily Miner and News, Kenora, ON	5,200	D	1
24Jul96	The Haldimand Press, Hagersville, ON	4,450	W	1
03Aug96	The Globe and Mail, Toronto, ON	330,030	D	1
Mailing Date: 13Aug96				Sub Total 12
17Aug96	The Toronto Sun, Toronto, ON	250,517	D	1
08Aug96	The London Free Press, London, ON	107,701	D	1
31Jul96	The Markdale Standard, Markdale, ON	2,000	W	1

Open Report (No Update)
 Division : 100
 Telephone : (416) 750-2220
 Billing Date : 27 Aug 96

STATISTICS CANADA

ACCOUNTS PAYABLE

RH COATES BLDG, 10TH FLOOR

SECTION B, TUNNEY'S PASTURE

OTTAWA, ON

K1A 0T6

Expiry Date: 31 Mar 97

Customer No: 24668

Customer PO: 67-72100-1005

Topic Order: 22679

Reference: 8166

Remarks: CENSUS 1991

===== CLIP DETAILS =====

Issue Date	Publication	Circulation	Type	Qty
31Jul96	Almonte Gazette, Almonte , ON	2,962	W	1
12Aug96	Maclean's, Toronto, ON	510,000	M	1
	Mailing Date: 20Aug96	Sub Total		5
31Jul96	L'Echo Abitibien, Val D'Or, PQ	17,500	W	2
07Aug96	The Napanee Beaver, Napanee, ON	4,295	W	1
31Jul96	Vancouver Echo, Vancouver, BC	56,067	W	1
11Aug96	Ottawa Sun, Ottawa, ON	51,518	D	1
	Mailing Date: 27Aug96	Sub Total		5
		Grand Total		28

===== Publication Type Summary =====

Publication Type	No. of Clips	Circulation
Dailies	18	1,985,021
Magazines	1	510,000
Community Papers	9	96,374
Grand Totals	28	2,591,395

Open Report (No Update)
Division : 100
Telephone : (416) 750-2220
Billing Date : 27 Aug 96

STATISTICS CANADA
ACCOUNTS PAYABLE
RH COATES BLDG, 10TH FLOOR
SECTION B, TUNNEY'S PASTURE
OTTAWA, ON
K1A 0T6
Expiry Date: 31 Mar 97

Customer No: 24668
Customer PO: 67-72100-1005
Topic Order: 22679
Reference: 8166
Remarks: CENSUS 1991

===== Publication Type Summary by Province =====

Province	Publication Type	No. of Clips	Circulation
ALBERTA	Community Papers	2	9,100
	Province Totals	2	9,100
BRITISH COLUMBIA	Community Papers	1	56,067
	Province Totals	1	56,067
ONTARIO	Dailies	18	1,985,021
	Magazines	1	510,000
	Community Papers	4	13,707
	Province Totals	23	2,508,728
QUEBEC	Community Papers	2	17,500
	Province Totals	2	17,500
Grand Totals		28	2,591,395

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15:12:30 27 Sep 1996

M.H. Media Monitoring Limited

* Detailed Billing Report *

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Open Report (No Update)

Division : 100

Telephone : (416) 750-2220

Billing Date : 27 Sep 96

STATISTICS CANADA

ACCOUNTS PAYABLE

RH COATES BLDG, 10TH FLOOR

SECTION B, TUNNEY'S PASTURE

OTTAWA, ON

K1A 0T6

Expiry Date: 31 Mar 97

Customer No: 24668

Customer PO: 67-72100-1005

Topic Order: 22679

Reference: 8166

Remarks: CENSUS 1991

===== CLIP DETAILS =====

Issue Date	Publication	Circulation	Type	Qty
18Aug96	The Grove Examiner, Spruce Grove, AB	5,000	W	1
21Aug96	The Tribune (Campbellton), Campbellton, NB	8,000	W	1
	Mailing Date: 10Sep96	Sub Total		2
30Aug96	Christian Courier, St. Catharines, ON	5,000	M	1
01Sep96	Technology in Government, Willowdale, ON	25,000	M	1
01Sep96	MSOS Journal, Winnipeg, MB	30,000	M	1
01Sep96	L'actualite, Montreal, PQ	205,514	M	1
	Mailing Date: 17Sep96	Sub Total		4
		Grand Total		6

===== Publication Type Summary =====

Publication Type	No. of Clips	Circulation
Magazines	4	265,514
Community Papers	2	13,000
Grand Totals	6	278,514

Open Report (No Update)
Division : 100
Telephone : (416) 750-2220
Billing Date : 27 Sep 96

STATISTICS CANADA

ACCOUNTS PAYABLE

RH COATES BLDG, 10TH FLOOR
SECTION B, TUNNEY'S PASTURE
OTTAWA, ON
K1A 0T6

Expiry Date: 31 Mar 97

Customer No: 24668
Customer PO: 67-72100-1005
Topic Order: 22679
Reference: 8166
Remarks: CENSUS 1991

===== Publication Type Summary by Province =====

Province	Publication Type	No. of Clips	Circulation
ALBERTA	Community Papers	1	5,000
	Province Totals	1	5,000
MANITOBA	Magazines	1	30,000
	Province Totals	1	30,000
NEW BRUNSWICK	Community Papers	1	8,000
	Province Totals	1	8,000
ONTARIO	Magazines	2	30,000
	Province Totals	2	30,000
QUEBEC	Magazines	1	205,514
	Province Totals	1	205,514
	Grand Totals	6	278,514



Memorandum Note de service

File reference no.
Numéro de référence

Date October 30, 1995/Le 30 octobre 1995

To/À Distribution, 1996 CMT/Diffusion, GGR de 1996

From/de

Dale Sewell, Project Manager, Census Communications / Chargée des
Communications du recensement

Dale Sewell

Subject/Objet

**HANDLING MEDIA INQUIRIES/TRAITEMENT DES
DEMANDES D'INFORMATION DES MÉDIAS**

During the next year, we are going to get many calls from the media for all sorts of information. How we handle these requests will influence the tone and maximize the amount of coverage the Census receives in both the print and broadcast media.

Au cours de la prochaine année, les médias vont nous appeler souvent pour obtenir toutes sortes de renseignements. Notre façon de leur répondre influencera le genre de couverture médiatique que recevra le recensement et maximisera l'ampleur de la couverture dans la presse écrite et électronique.

The best way is through Statistic Canada's Media Relations Unit which has the experience and a proven track record in dealing with the media. Media Relations officers can be reached at 951-4636 from 7:30 am to 5:00 pm each day. The following procedures will assist us in making the most of each media contact:

La meilleure façon de traiter ces demandes est de les confier à la Sous-section des relations avec les médias de Statistique Canada, qui en a l'expérience et qui a obtenu d'excellents résultats à ce chapitre. On peut communiquer avec des agents de relations avec les médias au 951-4636 de 7 h 30 à 17 h tous les jours. La procédure suivante vous aidera à optimiser vos relations avec les médias :

1. If you receive a call directly from a reporter, and you are the "expert" on the particular subject matter, then go ahead and respond. When the interview is over, remember to contact Media Relations and provide the name of the interviewer, the time

1. Si un journaliste vous appelle directement, et que vous êtes le spécialiste en la matière, il suffit de lui répondre. Lorsque l'entrevue est terminée, communiquez avec les Relations avec les médias pour leur donner le nom du journaliste, l'heure

.../2

of the interview if radio or television and the name of the media outlet. This will help us in monitoring and tracking census coverage.

2. If you are not the "expert", take the reporter's name, phone number and affiliation and contact Media Relations. Explain what information is required and a media relations officer will ensure that the "proper person" phones the reporter back promptly.

3. If you receive a voice message that a reporter has phoned you, provide Media Relations with the name and number. A media relations officer will contact the reporter to determine his "angle" and then get in touch with the appropriate STC source. If it is you, the media relations officer will be in contact. This provides you with time to think and obtain information before phoning the reporter back.

4. If you receive a call from the media and you are not the correct source but you are pretty sure you know who is, do not give the reporter the other person's phone number to follow up. Instead take

de diffusion (pour la radio et la télé) et le nom du média. Ces renseignements nous permettront de surveiller et de conserver la couverture médiatique qu'obtient le recensement.

2. Si vous n'êtes pas le spécialiste, prenez en note les nom, numéro de téléphone et nom de l'employeur du journaliste et communiquez avec les Relations avec les médias. Dites-leur quelle information est demandée, et un agent des relations avec les médias veillera à ce que la «personne appropriée» rappelle le journaliste le plus rapidement possible.

3. Si vous recevez un message d'un journaliste dans votre boîte vocale, acheminez ses coordonnées aux Relations avec les médias. Un agent des relations avec les médias communiquera avec le journaliste pour connaître la raison de son appel afin de le référer à la personne-ressource appropriée. Si vous êtes cette personne, l'agent des relations avec les médias vous le dira. Cela vous donnera le temps nécessaire pour penser à l'information requise et l'obtenir avant de rappeler le journaliste.

4. Si un journaliste vous appelle et que vous n'êtes pas la source appropriée, mais que vous savez qui cela pourrait être, ne donnez pas le numéro de la personne en question au journaliste. Donnez plutôt le nom du

the reporter's name and call Media Relations. Explain to the officer who you think could handle the enquiry and the officer will follow through.

5. We will be organizing a two-stage media training program for spokespersons and data contacts. The first stage is the general two-day departmental course which should be taken by both groups. Dates will be provided in the next month. The second phase is one-on-one practice sessions for spokespersons with a media relations officer and will cover the various situations that you could expect to meet in a "real" interview situation.

6. For your information, I have attached a copy of Statistics Canada's Official Spokesperson Policy which is fairly new and which you might not have seen yet. Any questions on media procedures, training or this policy should be directed to Media Relations to either Lyne Bélanger at 951-1199 or Cathy Nobleman at 951-1109.

Thanks.

Attachment

c.c. W.R. Smith
J. Beckstead

journaliste aux Relations avec les médias. Dites à l'agent qui, selon vous, pourrait répondre à la demande, et celui-ci s'en occupera.

5. Nous allons mettre sur pied, pour les porte-parole officiels et les personnes-ressources, un programme de formation de deux sessions sur les médias. La première session comprendra le cours habituel de deux jours sur les relations avec les médias. Les dates de cours vous seront communiquées le mois prochain. La seconde session, qui s'adressera uniquement aux porte-parole officiels, sera composée d'entrevues simulées avec un agent des relations avec les médias. Les entrevues simulées couvriront une variété de situations susceptibles de survenir dans le cadre d'une « vraie » entrevue.

6. À titre d'information, j'ai joint à la présente une copie de la Politique relative aux porte-parole et aux relations avec les médias. Celle-ci est relativement nouvelle et peut-être ne l'avez-vous pas encore lue. Si vous avez des questions au sujet des procédures pour les médias, de la formation ou de cette politique, veuillez communiquer avec les Relations avec les médias, soit avec Lyne Bélanger, au 951-1199, ou avec Cathy Nobleman, au 951-1109.

Merci.

Pièce jointe

L. Bélanger
C. Nobleman

1.7 POLICY ON SPOKESPERSONS AND MEDIA RELATIONS

Policy

Statistics Canada is a professional, objective agency engaged in information dissemination. It is therefore our policy to accede to media requests for interviews and to provide comments on program issues and data interpretation.

All spokespersons and data contacts speak for attribution. Off-the-record background briefings or interviews are not permitted under any circumstance.

Definitions

1. "Official spokespersons" are persons designated by the Chief Statistician to respond to media inquiries on cross-cutting issues.
2. "Data contacts" are professional staff named in The Daily or delegated by senior managers to provide the day-to-day explanation and interpretation of data.
3. "Working journalists" refers to media reporters and crew working on site at Statistics Canada to generate news coverage (excluding journalists appearing at Statistics Canada in an advisory role or capacity).
4. "Interviews" include print, open-line, live and taped television or radio.

Roles and Responsibilities

1. Chief Statistician:
 - Designates official spokespersons on a case-by-case basis for all cross-cutting issues that might arise concerning the agency's operations and policies.
2. All Divisions:
 - Provide data contacts for each Daily release whether they be major releases or data availability announcements;
 - Ensure that data contacts named in The Daily are in their office on day of release and are readily accessible by telephone;

- Ensure that data contacts are available to respond to English and French media requests;
- Inform Communications Division when media interviews extend beyond normal requests for information or interpretation of data (i.e. involving issues that might affect the Agency's public image) if possible, in advance, so that an official spokesperson can be designated by the Chief Statistician and media coverage can be monitored;
- Develop materials or events destined for media in collaboration with Communications Division or with regional communications staff;
- Advise Communications Division of erroneous or misleading coverage so that a response to the media may be prepared;
- Arrange for Communications Division to accompany working journalists whenever on-site interviews or filming are taking place;
- Alert Communications Division to media coverage that is not included in the News Briefs media monitoring package;
- Ensure that spokespersons and data contacts have or obtain necessary training to do media interviews.

3. Spokespersons:

- Respond to cross-cutting questions on policy and program issues;
- Advise Communications Division when granting interviews or accepting a speaking engagement that is likely to generate media coverage (if possible, in advance);
- Advise Communications Division of any concerns regarding possible erroneous or misleading media reports resulting from an interview, whether it be through misunderstanding of data or issues, negative angles or line of questioning.

4. Communications Division and regional communications staff:

- Disseminate all release materials to the news media;
- Alert senior management to evolving or current cross-cutting issues;
- Consult, if necessary, with senior managers to identify the most appropriate

spokesperson for requested interviews;

- Provide advice and media training to spokespersons or data contacts as necessary;
- Assist data specialists in developing materials destined for the media and distribute these materials to the media;
- Provide comprehensive monitoring reports on major media outlets to senior management and arrange for special media monitoring services, tapes and/or transcripts on request;
- Monitor media coverage resulting from interviews or public appearances by spokespersons to permit rapid response to misleading or erroneous reporting;
- Accompany working journalists when they are on Statistics Canada's premises for either interviews or Agency events.

Inquiries

Inquiries concerning this policy are to be directed to the Director, Communications Division (951-2808) or the Manager, Official Release and Media Relations (951-8224).

1.7 POLITIQUE RELATIVE AUX PORTE-PAROLE ET AUX RELATIONS AVEC LES MÉDIAS

Politique

Statistique Canada est un organisme professionnel et objectif dont l'une des fonctions est de diffuser de l'information. Sa politique est donc d'accorder les interviews que sollicitent les médias ainsi que de commenter la nature des programmes et l'interprétation des données.

Les porte-parole et les personnes-ressources s'expriment à titre officiel. Il leur est interdit de tenir des réunions d'information ou des interviews à caractère non officiel.

Définitions

1. Les «porte-parole officiels» sont des personnes que désigne le statisticien en chef pour répondre aux demandes des médias portant sur des questions qui relèvent de l'autorité de plus d'une personne à Statistique Canada.
2. Les «personnes-ressources» se composent du personnel professionnel dont le nom figure dans Le Quotidien ou que la haute direction a désigné pour fournir, au jour le jour, des explications ou interpréter des données.
3. Les «journalistes dépêchés sur les lieux de travail» désignent les journalistes et leur équipe technique qui viennent sur place, à Statistique Canada, dans le but de préparer un reportage. (Ce groupe ne comprend pas les journalistes présents à Statistique Canada à titre de consultants.)
4. Les «interviews» désignent les interviews accordées à la presse écrite, aux tribunes téléphoniques et aux émissions télévisées ou radiophoniques en direct ou en différé.

Rôles et responsabilités

1. Statisticien en chef
 - Désigne les porte-parole officiels de façon ponctuelle pour toutes les questions relevant de l'autorité de plus d'une personne à Statistique Canada qui pourraient être soulevées au sujet des activités ou des politiques de l'organisme.
2. Toutes les divisions
 - Désignent les personnes-ressources responsables des communiqués publiés dans Le Quotidien, qu'il s'agisse des principaux communiqués ou de l'annonce des

données disponibles;

- S'assurent que les personnes-ressources dont le nom figure dans Le Quotidien sont à leur bureau le jour de la diffusion des données et qu'elles peuvent être jointes par téléphone rapidement;
- S'assurent que les personnes-ressources sont capables de répondre en français et en anglais aux demandes des médias;
- Informent la Division des communications, d'avance, si possible, des cas où les interviews sollicitées par les médias débordent du cadre habituel des demandes d'information ou d'interprétation des données (c'est-à-dire lorsqu'il s'agit de questions pouvant porter atteinte à l'image publique de Statistique Canada) de façon à ce que le statisticien en chef puisse désigner un porte-parole officiel et que l'on surveille la couverture médiatique;
- Préparent le matériel ou les événements destinés aux médias, de concert avec la Division des communications ou le personnel des bureaux régionaux affecté aux communications;
- Signalent à la Division des communications les informations erronées ou trompeuses relevées dans la couverture médiatique afin que l'on prépare une réponse aux médias;
- S'assurent qu'un membre du personnel de la Division des communications accompagne les journalistes dépêchés sur les lieux de travail à chaque fois que des interviews ou des tournages ont lieu sur place;
- Signalent à la Division des communications toute couverture médiatique obtenue qui n'aurait pas été incluse dans le programme de surveillance des reportages des médias Les actualités;
- Veillent à ce que les porte-parole et les personnes-ressources possèdent ou acquièrent la formation nécessaire pour donner des interviews.

3. Porte-parole

- Répondent aux questions relevant de l'autorité de plus d'une personne à Statistique Canada qui portent sur les enjeux liés aux politiques et aux programmes;
- Préviennent d'avance, si possible, la Division des communications lorsqu'ils acceptent de donner une interview ou de présenter une allocution qui risque de susciter une couverture médiatique;

- Signalent à la Division des communications toute interview qui risque de donner lieu à des affirmations erronées ou trompeuses de la part des médias, à la suite d'une mauvaise compréhension des données ou des enjeux, de l'adoption d'un point de vue négatif ou de l'angle biaisé des questions posées.

4. Division des communications et agents de communication régionaux

- Distribuent tout le matériel de diffusion destiné aux médias;
- Signalent aux cadres supérieurs les questions en évolution ou en cours et relevant de l'autorité de plus d'une personne à Statistique Canada;
- Consultent les cadres supérieurs, s'il y a lieu, afin d'identifier les porte-parole qui sont les plus aptes à donner des interviews;
- Fournissent, au besoin, aux porte-parole ou aux personnes-ressources des conseils et une formation en relations avec les médias;
- Aident les spécialistes en matière de données à préparer le matériel destiné aux médias et en assurent la distribution à ces derniers;
- Fournissent aux cadres supérieurs des rapports de surveillance médiatique complets des principaux médias et prennent les arrangements nécessaires afin de fournir, sur demande, des services spéciaux de surveillance des médias, des bandes ou des transcriptions;
- Surveillent la couverture médiatique à la suite des interviews ou de l'intervention des porte-parole, de façon à réagir rapidement aux reportages comportant des informations erronées ou trompeuses;
- Accompagnent les journalistes dépêchés à Statistique Canada pour obtenir des interviews ou pour assister à des événements.

Renseignements

Pour obtenir plus de renseignements sur la politique énoncée ci-dessus, veuillez communiquer avec le directeur de la Division des communications (951-2808) ou avec le chef de la Section de la diffusion officielle et des relations avec les médias (951-8224).

APPENDIX/APPENDICE 3

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CENSUS RECENSEMENT

Labrador Coast - First Atlantic Canadian Stop in 1996 Census

Februray 26, 1996

For Immediate Release

(St. John's) - May 14 is Census Day. However, for residents of seventeen communities on the coast of Labrador, the census takes place in March. This is done to accommodate local residents who relocate to fishing and hunting camps.

In March, census representatives will enumerate residents from Nain in the north, to Lodge Bay in the south. These representatives will be local residents who have received special census training. They will be able to speak the local aboriginal languages of Inuktitut, or Innu-aimun.

The census collects information about every household on topics such as age, income, education, housing, families, ethnic origin, migration, occupations and language. Census information is used as a planning tool for education, health and senior citizen services and a variety of other programs.

By law, completed census questionnaires are kept strictly confidential. No one, including the courts, the RCMP, or any level of government - be it federal, provincial, or municipal - can access personal census data. This protection of confidentiality is every Canadian's right.

Joe Roberts, President of the Combined Councils of Labrador, in support of the northern census states: "I urge all residents to cooperate with census representatives when they visit. We need accurate and current census information for future decision-making and to monitor economic and social changes in our region."

The North is a significant economic and strategic region of Canada. Statistics Canada encourages all northern residents to count themselves in during the month of March.

-30-

For further information contact:

Brenda Fitzgerald, Communications Officer
Tel. (709)772-4841



Statistics Canada
Statistique Canada

Canada



CENSUS · RECENSEMENT

Côte du Labrador - Première halte des recenseurs en Atlantique

Le 26 février 1996

Diffusion immédiate

(St. John's) - Le Recensement de 1996 se tiendra le 14 mai. Cependant, pour les résidents de 17 collectivités de la côte du Labrador, c'est en mars qu'il aura lieu. Cette mesure a été introduite pour faciliter la vie des habitants de cette région, qui se rendent à des camps de chasse et de pêche.

En mars, les recenseurs dénombreront les résidents de toutes les collectivités côtières comprises entre Nain, au nord, et Lodge Bay, au sud. Ces recenseurs sont des habitants du secteur qui ont reçu une formation spéciale. Ils parlent les langues autochtones locales, l'inuktitut et l'innu-aimun.

Le recensement permet de recueillir auprès de chaque ménage canadien de l'information sur des sujets comme l'âge, le revenu, la scolarité, le logement, la famille, l'origine ethnique, la migration, la profession et la langue. Ces renseignements servent d'outil de planification pour l'éducation, la santé, les services aux personnes âgées ainsi qu'une gamme d'autres programmes.

En vertu de la loi, les questionnaires du recensement sont traités en toute confidentialité. Personne n'a accès aux données personnelles du recensement, même pas les tribunaux, la GRC, le gouvernement fédéral, les provinces ou les administrations municipales. Tous les Canadiens ont droit à cette garantie de confidentialité.

M. Joe Roberts, président des Combined Councils of Labrador, a affirmé à l'appui du recensement des localités du Nord : « Je prie instamment tous les résidents de collaborer avec les recenseurs. Nous avons besoin de renseignements exacts et à jour pour prendre nos décisions futures et surveiller les changements économiques et sociaux de notre région. »

Pour le Canada, le Nord est une région importante sur le plan économique et stratégique. Statistique Canada encourage tous les résidents de ce vaste secteur à être du nombre en mars.

- 30 -

Renseignements : Brenda Fitzgerald, agente des Communications
N° de tél. : (709) 772-4841

FOR IMMEDIATE RELEASE**Census Area Manager selected for the Yukon.**

Vancouver, British Columbia, February 5, 1996 -- Canada's next Census of Population and Census of Agriculture will take place on May 14, 1996. Geoff Abbott, the Census Area Manager (CAM) for the Yukon, is working hard to prepare for Census Day.

Abbott, who worked in the 1991 Census says, "I am looking forward to the opportunity to ensure that we take an accurate and complete census. Having lived in Whitehorse for many years, I understand the value of census data as a basis for community decision-making and will strive to make certain that we count everyone."

Jim Selley, Regional Director for Statistics Canada, emphasizes the importance of locally-based CAMs. "Census Area Managers possess an excellent understanding of their local communities. They play an integral role in Canada's census process, contributing to our reputation as a world leader in information gathering."

The 1996 Census employs 39 CAMs throughout British Columbia and the Yukon, who will hire and manage approximately 6,000 temporary employees.

- 30 -

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CENSUS RECENSEMENT

96

For immediate release
Wednesday, April 17, 1996

1996 CENSUS OF CANADA

OTTAWA — Tuesday, May 14, 1996, is Census Day in Canada. The Chief Statistician of Canada, Ivan P. Fellegi, is asking everyone to "count themselves in" by completing and mailing in their census form on that day.

For over 300 years, the census has painted a picture of Canadians and the places where we live. The information collected on May 14 will help all of us prepare for the future. The census provides information needed by community groups, businesses, and governments to develop plans for education and training, new products and services, housing for seniors, health care services, and many other programs that are important to all of us.

Starting May 6, Statistics Canada will deliver questionnaires to over 11 million households and 280,000 farms across Canada. Four in five households will receive a short census questionnaire, containing seven demographic questions, while one in five will receive the long census form which has 55 questions.

The long form contains new questions on population group (visible minority population); unpaid household activities, child care and care and assistance to seniors; mode of transportation to work; and Aboriginal identity.

Farmers will also receive a Census of Agriculture questionnaire which collects information on farm land use, crops, livestock, paid agricultural labour, and land management practices.

"The census provides a statistical portrait of our country and its people," says Dr. Fellegi. "Because the census is conducted every five years and the questions are similar, it shows the important changes that have occurred in Canada's population over time."

... 2



The *Statistics Act* requires that all personal census information be kept confidential. All Statistics Canada employees are sworn to secrecy and absolutely no one outside Statistics Canada can have access to the information provided by respondents.

The first releases from the 1996 Census of Population and Agriculture will be in the Spring of 1997.

For further information, contact Statistics Canada at 951-4636.

Ce communiqué est aussi disponible en français.



RECENSEMENT · CENSUS



Pour diffusion immédiate
Le mercredi 17 avril 1996

RECENSEMENT DU CANADA DE 1996

OTTAWA — Le mardi 14 mai 1996 sera jour de recensement au Canada. Le statisticien en chef du Canada, Ivan P. Fellegi, invite chaque personne à «être du nombre» en remplissant un questionnaire de recensement et en le mettant à la poste le 14 mai.

Depuis plus de 300 ans, le recensement trace le portrait de notre population et de l'endroit où nous vivons. Les renseignements recueillis le 14 mai nous aideront tous à mieux nous préparer pour l'avenir. Le recensement fournit l'information dont ont besoin les groupes communautaires, les entreprises et les divers échelons de gouvernement pour élaborer des projets d'éducation et de formation ainsi que des nouveaux produits et services, aménager des logements pour personnes âgées, offrir des services de santé et plusieurs autres programmes qui sont importants pour nous tous.

À partir du 6 mai, Statistique Canada livrera les questionnaires à plus de 11 millions de ménages et à 280 000 exploitations agricoles à travers le pays. Quatre ménages sur cinq recevront le questionnaire abrégé, qui contient sept questions démographiques, tandis qu'un ménage sur cinq recevra le questionnaire complet, qui contient 55 questions.

Le questionnaire complet comporte de nouvelles questions sur les quatre sujets suivants : les groupes de population (population de minorités visibles); le travail non rémunéré, les soins aux enfants et l'aide aux personnes âgées; le moyen de transport utilisé pour se rendre au travail; l'identité autochtone.

Les agriculteurs recevront aussi un questionnaire du Recensement de l'agriculture. Les questions posées portent sur une variété de sujets, notamment l'utilisation des terres, les cultures, le bétail, le travail agricole rémunéré et les pratiques de gestion des terres.

... 2



Comme le souligne M. Fellegi, «Le recensement trace le profil statistique du pays et de sa population. Puisqu'il a lieu tous les cinq ans et que les questions demeurent semblables d'un recensement à l'autre, il est possible d'analyser les changements survenus au sein de la population canadienne au fil des ans.»

La *Loi sur la statistique* exige que tous les renseignements personnels du recensement demeurent confidentiels. Tous les employés de Statistique Canada doivent prêter un serment de discrétion. Personne en dehors de Statistique Canada ne peut avoir accès aux renseignements personnels des répondants.

Les premières données du Recensement de la population et du Recensement de l'agriculture seront diffusées au printemps 1997.

Pour de plus amples renseignements, communiquer avec Statistique Canada au 951-4636.

This release is also available in English.



CENSUS · RECENSEMENT

96

For Immediate Release
Tuesday, May 14, 1996

Today is Census Day in Canada

Ottawa — Today is Census Day in Canada — the day when more than 11 million households and 280,000 farms across Canada are asked to fill in and mail back their census questionnaires.

The Census of Canada is conducted every five years. It provides information needed by community groups, businesses, and governments to develop plans for education and training, new products and services, housing for seniors, health care services, and many other programs that are important to all of us.

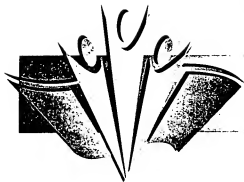
By law, personal census information is kept confidential. No one outside Statistics Canada including other government departments or agencies, the courts, or the RCMP is permitted access to individual census information.

If you haven't already received your questionnaire or if you need more information to complete your form, call the Census Help Line at **1 800 670-3388**.

-30-

For further information, contact Statistics Canada at (613) 951-4636.

Ce communiqué est aussi disponible en français.



RECENSEMENT · CENSUS

96

Pour diffusion immédiate
Le mardi 14 mai 1996

C'est aujourd'hui le jour du recensement au Canada

Ottawa — C'est aujourd'hui le jour du recensement au Canada; le jour où plus de 11 millions de ménages et 280 000 exploitations agricoles au pays rempliront leur questionnaire de recensement et le mettront à la poste.

Le Recensement du Canada est mené à tous les cinq ans. Il fournit des renseignements dont ont besoin les groupes communautaires, les entreprises et les gouvernements pour créer de nouveaux produits et services et pour élaborer des programmes en matière d'éducation, de formation, de logements pour personnes âgées, de soins de santé et de nombreux autres programmes qui profitent à chacun de nous.

En vertu de la loi, les renseignements personnels demeurent confidentiels. Personne à l'extérieur de Statistique Canada ne peut avoir accès aux renseignements personnels, pas même un autre ministère ou organisme, ni les tribunaux ni la GRC.

Si vous n'avez pas encore reçu votre questionnaire ou si vous avez besoin d'aide pour le remplir, communiquez avec l'Assistance téléphonique du recensement au **1 800 670-3388**.

- 30 -

Pour obtenir plus d'information, communiquez avec Statistique Canada au (613) 951-4636.

This news release is also available in English.





CENSUS · RECENSEMENT

96

For Immediate Release
Friday, May 17, 1996

It's Not Too Late to Count Yourself In

Ottawa — Statistics Canada thanks the millions of Canadians who have already counted themselves in by completing and returning their Census forms. If you haven't returned your Census questionnaire, it's not too late.

By law, personal census information is kept confidential. No one outside Statistics Canada including other government departments or agencies, the courts, or the RCMP is permitted access to individual census information.

If you haven't yet received your questionnaire or if you need more information to complete your form, call the Census Help Line at **1 800 670-3388**.

-30-

For further information, contact Statistics Canada at (613) 951-4636.

Ce communiqué est aussi disponible en français.





RECENSEMENT · CENSUS



Pour diffusion immédiate
Le vendredi 17 mai 1996

Il n'est pas trop tard pour être du nombre !

Ottawa — Statistique Canada voudrait remercier les millions de Canadiennes et de Canadiens qui sont déjà du nombre puisqu'ils ont rempli et retourné leur questionnaire de recensement. Si vous ne l'avez pas encore fait, Statistique Canada vous rappelle qu'il n'est pas trop tard.

En vertu de la loi, les renseignements personnels demeurent confidentiels. Personne à l'extérieur de Statistique Canada ne peut avoir accès aux renseignements personnels, pas même un autre ministère ou organisme, ni les tribunaux ni la GRC.

Si vous n'avez pas encore reçu votre questionnaire ou si vous avez besoin d'aide pour le remplir, communiquez avec l'Assistance téléphonique du recensement au **1 800 670-3388**.

- 30 -

Pour obtenir plus d'information, communiquez avec Statistique Canada au (613) 951-4636.

This news release is also available in English.



MEDIA ENQUIRIES - OTTAWA

Media Organization	Contact	Date	Information Requested or Sent Out	Interview Requested	Person(s) Interviewed	Date of Interview	Date Information Published / Broadcasted
CBC Radio	Jane Anido	Dec. 20, 1995	Wanted to speak to someone with a "sense of humour" regarding the CBO Morning Show with John Lacharity - unpaid household work	YES	Judith Frederick	Dec. 21, 1995	
Today's Seniors	Chris Guly	Jan. 10, 1996	Canada at a Glance, F-20, F-19, A-3, F-11 Also sent an information sheet.	YES	David Desormeaux	Jan. 10, 1996	May 1996
CBC Radio Edmonton	Jocelyne Proby	Jan. 16, 1996	-----	YES	Vivienne Renaud	Jan. 17	Jan. 17
Canadian Living	John Keating	Jan. 17, 1996	Sandra Ramsbottom gave him "As Time Goes By", and National Census test on Unpaid Work.	YES	Ian Mercredie Pamela White	Jan. 17, 1996	May 1996
The Blackburn Banner	Michael Martin	Jan. 19, 1996	Diskette version of : bilingual logo - bmf, tif, ppt, etc. : F-2E & F-2F (WORD 5.0, WP5.2)	NO			Feb. Issue
Freelance - Ag. Canada	Marshall Perrin 729-9796 298 Sherwood Dr. Ottawa, ON K1Y 3W6	Jan. 26, 1996					
The Ottawa Citizen	Maria Bohuslawsky	Jan. 29, 1996	Faxed her a copy of the Centralized Edit map - she also received some things from Benoit Laroche's office	YES	Benoit Laroche	Jan. 29, 1996	Feb. 3, 1996
Freelance	Alexander Craig (819) 566-0540 33 Lorne Street Lemmoxville, PQ J1M 1C7	Feb. 5, 1996	Canada at a Glance N-4, N-7, F-38, F-2, F-21, F-20, F-24, F-28 English copies				
Southam	Donna Hooper (fax) 236-1788	Feb. 5, 1996	Faxed questions 13-21, 30, 44	YES	Viviane Renaud	Feb. 5, 1996	Feb. 6, 199
Vancouver Sun	Kim Bolan (604) 732-2140 (fax) 604-732-2323	Feb. 6, 1996	Faxed questions 13-21, 30, and history of unpaid work.	YES	Ian Mercredie	Feb. 6, 1996	Feb. 8, 1996 (p. C16)

CBC Radio - Rankin Inlet	Louis De Party (819) 645-2244	Feb. 15, 1996	Wanted to speak to someone about what the census means to northern residents - also wanted to know what the NWT was worth to the federal gov't in transfer payments.	YES	Benoit Laroche	Feb. 15, 1996	Feb. 15, 1996
Liberal Caucus Research Bureau	Catherine Betz 996-3678	Feb. 22, 1996	Faxed her questions on unpaid work from Questions Booklet and December 1995 write-up	NO			
-----	Philip Blancher (613) 382-2156	March 11, 1996	Faxed <i>Focus for the Future</i> , summer, census content and information on sampling and enumeration methods				
Calgary Herald	Mario Toneguzzi (403) 235-7368	March 15, 1996	Faxed him a copy of the series of socio-cultural questions	YES	Viviane Renaud	March 15, 1996	Sat., March 16 - Calgary Herald
Presse Canadienne	Jules Richer 231-8639	March 26, 1996	Information sur les procédures d'embauche pour les recenseurs - Lynn Bélanger helped him with the aid of <i>Questions and Answers</i> .	NO			PC article appeared in <i>Le Droit</i> , March 12, 1996, p.22
Radio Canada Télé	Daniel L'Heureux	March 27, 1996	Wanted information on how census representatives are hired - spoke to Lynn Bélanger who responded using <i>Questions and Answers</i> .	Wanted a televised interview but Chief Statistician's office refused.			
Communications Québec	-----	March 29, 1996	Wanted general information on the census - faxed information sheets	NO			
Winchester Press	Liz Edwards 744-2524 (fax) 774-3967	April 4, 1996	Faxed her Fact Sheets for RMOC and Stormont, Dundas and Glengary	YES	Barbara Blackburn (Crew Leader)	April 4, 1996	April 10, 1996
CJET - CFMO	Hal Botham (613) 283-4630 (Fax) 283-7412 Ottawa Valley Farm Show: 283-5971	April 11, 1996	Wanted general information	YES	Mel Jones	April 16, 1996	
Association de la presse francophone	Yves Lusignan 241-1017 (FAX) 241-6193	April 11, 1996	Faxed him copy of the questions on language that will appear in the 1996 Census. Also wanted general information on the cost, the number of census-takers, etc. faxed him yellow sheet.	YES	Brian Harrison	April 11, 1996	
CHED / POWER	Al Stafford (403) 440-6329 (FAX) 468-6739	April 12, 1996	Open line talk show regarding question 19 - wanted someone from STC for start of show.	YES	Bruce Petrie	April 12, 1996	April 12, 1996

CBC Radio - Kelowna	Ron Hampel (604) 562-6701 (FAX) 562-4777	April 12, 1996	Wanted someone to comment on Reform MPs encouragement of the use of "Marian" as a response for Question 19.	YES	Bruce Petrie	April 12, 1996	April 12, 1996
Chuck Strahl, MP	Laurie 992-7567 (FAX) 995-5621	April 16, 1996	Faxed series of socio-cultural questions (13-21)	NO			
Thompson News	Derek Nelson	April 16, 1996	Wanted to know how Israeli Jew should respond to Question 19	YES - information purposes	Jane Bades	April 16, 1996	April 22, 1996 The Western Star
Westport Review Mirror	Samantha Craig 1-800-387-0796 fax (613) 273-8001	April 17, 1996	Wanted interview with John Penford, crew leader. Referred her to Susan Despot, FOS for the area.	YES	John Penford	April 17, 1996	
Wall Street Journal	Rose Tanburry 237-0668	April 17, 1996	Wanted to speak to someone regarding whether or not other countries in the world have ever asked a question in the census on unpaid work	YES - informal, just for information	Ian Mercredie	April 17, 1996	
Lyle Van Cleef, MP	Randy Fletcher 992-5321 (fax) 996-8652	April 17, 1996	Faxed copy of F-64, the reasoning behind Question 19	NO			
MS Magazine	Alisa Smith (212) 551-9322	April 17, 1996	Wanted information on unpaid work	YES	Ian Mercredie	April 17, 1996	
CBC Radio - Windsor	Elizabeth Maclean (519) 255-3529	April 17, 1996	Wanted to attend and cover a training session for CRs; wanted info on unpaid work	YES - information purposes	Ian Mercredie Dale Sewell		
Ottawa Citizen	Maria Bohuslawsky	April 18, 1996	Called her to ask if she wanted a census press kit - she agreed	NO			
Radio Canada (Regina)	Sébastien Partikian	April 18, 1996	L'impact des résultats des questions portant sur la langue dans le recensement	YES - information purposes	Louise Marmen	April 18, 1996	April 18, 1996
RDI - Réseau de l'information	Christina Vonthakay (514) 597-7917 Fax 597-7994 1400 Boul. René Levesque Est Montréal, PQ	April 19, 1996	Faxed her Question 30 as well as article on unpaid work from December 1995 and some information from the Daily.	NO			

	H2L 2M2						
The Economist	Clyde Sanger (Freelance) 233-7133 fax: 241-3535	April 22, 1996	Sent information kit by mail - media newsletter, information sheets, 2B questionnaire	NO			
Windsor Star	Don MacTavish 235-2659	April 23, 1996	Wanted info on census from press kit	NO			
Globe and Mail	Warren Clements	April 24, 1996	Wanted info on op-ed piece signed by Chief Statistician and exact question	NO			
Tele-30 (Rogers Cable 22)	Giovanna Panico	April 25, 1996	Interested in doing short general interview on the Census in Italian for their hour-long Italian-language program; would also like a copy of the stock footage.	YES	Lilia Trombetti	April 23, 1996	April 28, 1996
Freelance	Sylvain Raymond (Prepares Census of Ag clips for Ag Canada who then redistributes them) 776-6327	April 25, 1996	Sent information through Christian, along with Census of Ag questionnaires	YES	Lynda Kemp (who said Sylvain Clouthier may respond)		
CBC Radio - Thunder Bay	Mike Bryan (807) 625-5013 (fax) 625-5035	April 25, 1996	faxed 4 page newsletter prepared for the media	YES	Laurier Roy (705) 670-6697		
Ottawa Citizen	Peter Calamai 596-3678	April 29, 1996	Contacted Calamai to ask if the Citizen would be interested in an editorial board meeting with Bruce Petrie	YES	Bruce Petrie spoke to the Board	May 6, 1996	Story done by Maria Bohuslawsky - she was present at the Editorial Board meeting
TVO	Dominique Lemieux	April 30, 1996	Conducted interviews with Benoit Laroche, Louis Rouillard and Bruce Petrie	YES	Benoit Laroche Bruce Petrie Louis Rouillard	April 30, 1996	May 13, 1996
Le Droit	François Roy	May 1, 1996	Contacted Roy and asked if they would be interested in meeting with Benoit Laroche	YES	B. Laroche with Johanne Beckstead spoke to two reporters (René Laurin, Paul Gaboury); spoke to Lyne Bazinet to	May 8, 1996	

					make arrangements		
Radio Canada CBOF Bonjour	Gisèle Gaudreault 562-8560 fax 562-8447	May 1, 1996	Sent her a French media kit	YES	Johanne Beckstead	May 14, 1996	Johanne did live interview May 14, 1996
CBC Radio	Grace Park 562-8454 fax 562-8430	May 1, 1996	Faxed copy of seniors' fact sheet; wanted to speak to someone regarding issues of concern to seniors for census	YES	David Desormeaux	May 1, 1996	Supposed to air between 4:00 and 7:00 pm that evening
The Bear CKQB FM	Ed Hand 226-7421	May 2, 1996	Wanted to do a general interview on the census	YES	Rick Baxter	May 6, 1996	May 13, 1996
Freelance	Marshall Perrin 759-7929	Wanted to speak to Mel Jones for clarification of information					
La Voie Acadienne	Jacinthe Laforêt (902) 4346-6005	May 2, 1996	Would like to know more about methodology of the census	YES	Jean-Pierre Morin 951-9801	May 2, 1996	
Brockville Recorder Times	Andrew Phillips (613) 342-4441 (fax) 342-4456	May 3, 1996	Faxed him a copy of the media newsletter; also spoke to him to explain further	NO - but quoted Lilia Trombetti	Lilia Trombetti	May 3, 1996	May 7, 1996
Majic 100	Gord MacDougall 798-2565	May 6, 1996	Had general questions about census	YES	Rick Baxter	May 7, 1996	May 14, 1996
CFMO	Chris Harvey fax 283-7243	May 6, 1996	Had general questions about census	YES	Rick Baxter	May 7, 1996	May 14, 1996
CFRA	Michael O'Brien (219) 238-2372	May 6, 1996	Had general questions about census	NO			
Presse Canadienne Nouvelles Télé-radio	Marc Pépin 238-4142 poste 648 fax 231-8646	May 6, 1996	Cost and collections process	YES	Tried to get B. Laroche but reporter was impatient and spoke to Louis Rouillard	May 6, 1996	May 7, 1996 - various newspapers and radio stations
Canadian Press	Wendy Cox 238-4142	May 6, 1996	Unpaid Work	YES	Ian Mercredie	May 6, 1996	Thee Chronicle Herald pC8 May 7, 1996

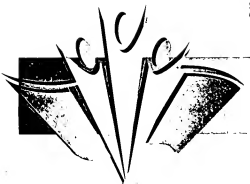
Kanata-Kourier Standard	Margaret Rothwell 591-3060	May 6, 1996	Had general questions about census	YES	Rick Baxter	May 6, 1996	
QR77 Edmonton	Doug James (403) 233-0770	May 6, 1996	General information- spoke to Murray in Edmonton about this	YES	Gerry Page	May 7, 1996	
CBC Newsworld Calgary	Ravi Baichwal (403) 521-6002	May 6, 1996	Wanted possible interview on the census for live broadcast this pm in the Newsworld studio downtown	YES	Bruce Petrie	May 6, 1996	May 6, 1996
CJAD - Montreal	Shaun Lyons (514) 989-3849	May 6, 1996	Wanted to do a pre-taped interview for the "Drive with Duft" show	YES	Benoit Laroche	May 6, 1996	May 6 - between 4-7 pm
CBC-TV	Sean Upton	May 6, 1996	Wanted to do an interview at RHC with Rick Baxter - also wanted to see warehouse for footage	YES	Rick Baxter	May 6, 1996	May 6 - evening news
Le refl�t - Embrun	_____	May 6, 1996	General information about census - provided by Lilia Trombetti	NO			May 8, 1996
Moncton Times-Colonist	Patricia Brooks (506) 859-4900	May 6, 1996	Attended press conference on the census this morning but wanted to know how much the fine was for someone refusing to respond to the questionnaire; Lyne Elanger helped her with Census Facts	NO			
Radio-Canada Calgary	Maryse Jobin (403) 521-6288	May 6, 1996	Wanted information on the Census; sent her questionnaire documentation	NO			
CBC National	Jennifer Horwood (416) 205-6303 (fax) 205-7459	May 6, 1996	Wanted to know how many people were fined in the last census; Faxed her Focus for the Future (vol 1, no.1)	NO			
CHEZ - FM	Diane Benson 562-1501	May 6, 1996	Wanted to do a general interview on the Census, confidentiality, etc.	YES	Rick Baxter	May 7, 1996	May 7, 1996
CBC Businessworld	Rachel Donner (416) 361-0916 (fax) 361-0454	May 7, 1996	Wanted information on how census data is useful to individuals and businesses; would also like to speak to someone about the cost of data; faxed her F75 and media newsletter	YES	Benoit Laroche	May 7, 1996	
Canada AM	Zev Shalev (Producer) (416) 609-7375	May 7, 1996	Would like to do interview in the studio on Monday May 13, with Doug Newson - contacted Sandra Ramsbottom regarding arrangements	YES	Doug Newson	May 13, 1996	May 13, 1996
TV Ontario - Studio 2	Richard Cl�roux 730-0203	May 7, 1996	Would like to do a panel discussion on the Census Thursday May 7; asked Johanne Beckstead for more information; R�jean Lachapelle tried to get back to him	NO			

			to provide more information				
CBC Newsworld	Debbie Gyaponj 751-3417	May 7, 1996	Wanted spokesperson for a live phone-in program "On the Line" with Patrick Conlan. Show to air Sunday May 12 between 7 and 8 pm; possible guest is Peter Stockland from Calgary Sun; faxed her 2B questionnaire	YES	Bruce Petrie	She called on Fri. May 10 to say they could not find another guest for the program - Mr. Petrie's appearance was cancelled	Debbie Gyaponj called to say there wasn't enough interest in topic
Southam News Service	Brad Evenson 751-3319	May 7, 1996	Information on marketing of Census data	YES	Benoit Laroche, Dale Sewell	May 7, 1996	Ottawa Citizen and Edmonton Journal, May 13, 1996
Halifax Daily News	David Swick (902) 468-1222 (Alex in RO: 902-426-6998)	May 8, 1996	Would like more information on why we don't sign forms, as well as more information on the 17 prosecutions in 1991 and the geographic location of the refusals; Worked with Alex in Halifax for this	NO-but R. Baxter did some research			May 9, 1996
CHVL - Montreal CHRC - Quebec André Arthur Show	Lise Robataille (418) 682-8437	May 8, 1996	Émission en direct avec André Arthur de 11:30 a 12:00 - coût, obligation de répondre, confidentialité Wanted a copy of 2B questionnaire	YES	Benoit originally agreed to interview; after consulting with Montreal RO, determined it was not appropriate (based on 1991 experience); woman kept calling	May 8, 1996	
CBC Radio - Edmonton-Regina	Carole Bretton (306) 347-9442	May 8, 1996	Would like a historical overview of the Census of Agriculture - faxed her Focus for the Future-Agriculture	NO			
CBC Radio - Edmonton-Regina	Carole Bretton (306) 347-9442	May 9, 1996	Historical information re: Census of Population; faxed her Focus for the Future (Summer 1995)	NO			
Broadcast News	Norm Jack 236-4571	May 9, 1996	Wanted a spokesperson for 15 minute phone interview - general census	YES	Rick Baxter	May 9, 1996	Mon or Tues next week
Ottawa Citizen	Maria Bohuslawsky 596-3711	May 9, 1996	Would like to know # of people who will refuse to fill in the questionnaire according to STC and what will	YES	Dale Sewell	May 9, 1996	May 12, 1996

			happen to those people				
Ottawa Sun	Chris Thompson 739-5175 (fax) 739-8041	May 9, 1996	Faxed him media newsletter, pop group explanation and a series of questions 13-21.	YES	Benoit Laroche	May 9, 1996	May 10, 1996
CBC Radio Noon	Greg Hobbs 562-8442	May 9, 1996	Faxed him media newsletter; gave him general information over the phone	NO			May 10, 1996
AM 1040 - Vancouver	Paul Belsito (604) 669-1040	May 9, 1996	Wanted to do a live phone interview (3 pm Pacific time) - said it would be general interest interview, but after consulting with Val Barrett, we realized it was actually Reform MP Ted White who would be hosting the show - Q19	YES	Vancouver office refused interview; referred calls to Ottawa, Dale Sewell told them we do not do those types of political interviews.	Talk show aired anyhow - Voice of Canadians - not much mention of Census at all	May 9, 1996
Winnipeg Free Press	Treana Khan (204) 956-0473	May 10, 1996	Information on why the census is useful as well as the differences between 1991 and 1996	NO			May 13, 1996
CBC Calgary Eye Opener	Ken Lima-Coelho (403) 521-6286 (fax) 521-6271	May 13, 1996	Would like to do a live phone-in program with Bruce Petrie on May 14, (10:30 - 11:00 am our time) with Jeff Collins - will open phone to callers - not issue oriented	YES	Bruce Petrie	May 14, 1996	May 14, 1996
CBC Radio Noon	Greg Hobbs 562-8442	May 13, 1996	Would like to do an interview - what happens on Census Day; what is different this year, the types of concerns people have for the Help Line, penalties	YES	Rick Baxter	May 13, 1996	May 14, 1996
CHED - Edmonton	Al Stafford (403) 440-6329	May 13, 1996	Would like to do interview at 10:30 (our time) live, speaking about census data, confidentiality and the marketing of census data	YES	Benoit Laroche	May 13, 1996	May 13, 1996
CFRB	Eileen Berardini (416) 924-5711	May 13, 1996	Would like to do a live interview on Census Day morning - general - at 8:15 our time - about 3 minutes - referred to Sandra Ramsbottom	YES	Doug Newson	May 14, 1996	May 14, 1996
Toronto Star	Richard Gwyn (416) 869-4943	May 13, 1996	Would like some clarification on Question 19	YES	Viviane Renaud	May 13, 1996	May 19, 1996
CBC Radio - Winnipeg	Maureen Pendergast (204) 788-3201 (fax) 788-3674	May 13, 1996	Wanted to speak to a Census-taker; Spoke to Dale Sewell who said it was too late in the process; faxed her - page information sheet on the Help Line	YES - but could not provide someone because it was too late	---		

				in process			
CBC Radio - Windsor	Phil Peck (519) 255-2550 (fax) 255-3443	May 13, 1996	Would like to know why STC asks certain questions and what the resulting information gets used for. Would like to do live interview at 6:60	YES	Pamela White	May 14, 1996	May 14, 1996
Calgary Eye Opener RADIO	Ken Lima-Coelho (403) 521-6286 (fax) 521-6271	May 13, 1996	Wanted Bruce Petrie to go to Chateau Laurier Studio instead of his office	NO			
CBC Television Radio Canada Edmonton	Patrick Boie (403) 468-7761 (fax) 468-7779	May 13, 1996	Wanted to do a general interview; referred to Ottawa by Edmonton office	YES - someone in Edmonton office			
Radio Canada (Bon Matin)	Joanne Lépine (514) 597-4335 (fax) 597-5978	May 13, 1996	Would like to do radio interview - referred call to Montreal office; faxed her information on the census	YES - Montreal office will arrange			
CFRB - Toronto	Bruce Myers 567-2426	May 13, 1996	Would like to do a general interview to air at 5:00 - forwarded request to Toronto regional office	YES - Toronto office will arrange			
CFRA - KOOL FM	Tom Woodward 738-2372, ext. 279 pager: 780-6397	May 13, 1996	Would like to do an interview with Bruce Petrie (approx 7:10 am on census day) Would like to do it live - with general questions on race, confidentiality, etc	YES	Bruce Petrie	May 14, 1996	May 14, 1996
Wire Service - Moscow	Nicolai Satounski (613) 745-4310	May 14, 1996	Wanted general information about census - Johanne Beckstead spoke to him	NO			
CFJR - Brockville	Tye Michaels (613) 345-1450	May 14, 1996	Wanted clarification of the penalties for not responding to questionnaire or not returning it, gave her information over the phone	NO			May 14, 1996
CBC TV - Local	Paula Waddell 724-5068	May 14, 1996	Would like to do interview about what census information is used for - preferably Bruce Petrie in studio	YES	Bruce Petrie	May 14, 1996	May 14, 1996
Radio Canada - TV Saskatchewan "Ce Soir en Saskatchewan"	France Rouselle (306) 347-9533	May 14, 1996	Would like to do interview on topic of mixed marriages in Saskatchewan (Anglophone and Francophone)	YES	Réjean Lachapelle	May 14, 1996	May 14, 1996
	Don McGillivray		Would like to find out definition of "room-mate" in	YES -			Ottawa Citizen -

Southam News Service	232-8184	May 14, 1996	census	information purposes	Catherine Allen	May 14, 1996	May 17, 1996
Globe & Mail	Sean Silcoff (416) 585-5483	May 14, 1996	Would like to know how natives are enumerated	YES - information purposes	Pierre Gauthier	May 14, 1996	May 17, 1996
CBC - The National	Jennifer Harwood	May 14, 1996	How many people charged in last census	YES - information purposes	Dale Sewell	May 14, 1996	
Radio Canada	France Beaudoin 562-8447	May 14, 1996	Faxed her a copy of the 2B questionnaire	NO			
Calgary Herald	Sean Gordon (403) 235-7539	May 15, 1996	Would like to speak to someone about reaction to the census as well as what happens to data, and confidentiality	YES	Gerry Page	May 15, 1996	May 16, 1996
CBC Newsworld	S. Berry (416) 205-7942	May 15, 1996	Wanted to know when census data will be released	NO			
Independent Satellite News	Jonathan Freed 235-4454	May 23, 1996	Would like to do an ongoing story on what happens to the census data				
CHEZ - FM	Cindy Wood 562-1501	May 23, 1996	Wanted to know the extent of Revenue Canada's involvement with census processing	YES	Rick Baxter	May 23, 1996	May 17, 1996
CKAK - Montreal	Serge Amyot (514) 893-7807	May 29, 1996	Wanted to speak to someone regarding and interview on what happens after the census - referred to Montreal office.	YES	Guy Oddo	May 29, 1996	



CENSUS · RECENSEMENT



Census Stock Shots - Sequence of clips

1. Census logo - May 14
2. General shot of people on street
3. Census representative visiting house
4. Census questionnaire
5. ESL class - students learning about the census
6. Census Help-Line
7. Alternative formats - braille, cassette
8. Bruce Petrie, Assistant Chief Statistician - 2 quotes on significance of the census
9. Inputting data - confidentiality poster
10. Disseminating data - person answering statistical query with 1991 Census data
11. Farmer filling out Census of Agriculture questionnaire
12. Warehouse - boxes, census questionnaires, etc.





RECENSEMENT · CENSUS



Plans de réserve sur le recensement – Séquence d'images

1. Logo du recensement – 14 mai
2. Plan général de gens dans la rue
3. Visite d'une recenseuse à un appartement
4. Questionnaire de recensement
5. Classe de français langue seconde – étudiants se renseignant sur le recensement
6. Assistance téléphonique du recensement
7. Médias substitués – braille, cassette audio
8. Benoit Laroche, gestionnaire du recensement – 2 citations sur l'importance du recensement
9. Entrée des données – affiche sur la confidentialité des données
10. Diffusion des données - personne répondant à une demande à propos des données du Recensement de 1991
11. Exploitant agricole remplissant le questionnaire du Recensement de l'agriculture
12. Entrepôt – boîtes, questionnaires de recensement, etc.



Chief statistician: Why the census is counting visible minorities

This is the text of a letter sent this week to a number of Canadian newspapers by Ivan Fellegi, chief statistician of Canada, Statistics Canada, in response to criticisms of Question 19 in the 1996 census. (One critic, Reform MP Mike Scott of the B.C. riding of Skeena, had suggested that Canadians identify themselves as "Maritians to send a signal to the federal government that Canadians have had enough of this garbage.")

BY IVAN P. FELLEGI
Ottawa

RECENTLY, Statistics Canada has been subjected to criticism for including in the upcoming 1996 census a question which, according to the critics, asks respondents to report their racial origin.

In fact, this question (Question 19) is not designed to provide information on race or racial origins of the population of Canada. Rather, it is intended to produce statistics on the visible minority population — statistics which are needed by both governments and employers to administer and assess the impact of the employment-equity legislation passed by Parliament in 1986. In 1986 and 1991, this information was derived from responses to the census questions on ethnicity, place of birth and language.

This approach cannot be used in 1996, however, since substantially increased numbers of people will report Canadian as their ethnic or cultural origin, thus providing no indication of whether or not they are members of a

VERBATIM / It is in everyone's interest that debate on issues related to employment equity be supported by objective... data rather than by impressions, unfounded opinion or stereotypes.

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The answer categories listed in the question are those used in defining the visible

minority population for purposes of the Employment Equity Act. Respondents are offered 10 choices: White, Chinese, South Asian, Black, Arab/West Asian, Filipino, South East Asian, Latin American, Japanese or Korean. They are encouraged to mark as many categories as apply, or they can write their own response in the space provided. No one is asked to fit himself or herself into a single category.

THE answers to Question 19, along with the related census questions on place of birth, citizenship, immigration, ancestry and Aboriginal origins, provide information which is needed to deal with many important social

Question 19

"Is this person (mark or specify more than one, if applicable):

"White; Chinese; South Asian (e.g. East Indian, Pakistani, Punjabi, Sri Lankan); Black (e.g. African, Haitian, Jamaican, Somali); Arab/West Asian (e.g. Armenian, Egyptian, Iranian, Lebanese, Moroccan); Filipino; South East Asian (e.g. Cambodian, Indonesian, Laotian, Vietnamese); Latin American; Japanese; Korean; Other (specify).

"Note: This information is collected to support programs which promote equal opportunity for everyone to share in the social, cultural and economic life of Canada."

— from the 1996 census

and economic policy issues of concern to Canadians — issues ranging from national policies on immigration, employment equity; human rights and language to local concerns about schools, community support programs; and the delivery of health care and other services.

Much of the criticism of Question 19 appears to be directed more at the idea of employment equity than at the collection of statistics. Nonetheless, employment-equity legislation has been the law of the land since 1986; and the census is the only possible source of the objective information which is needed to administer the act and to evaluate its impact. It is in everyone's interest that debate on issues related to employment equity, and the many other issues illuminated by census data on the composition and characteristics of our population, be supported by objective, impartial and reliable data, rather than by impressions, unfounded opinion or stereotypes.

I appreciate the concerns of individuals who are offended by Question 19, and who fear that it will be divisive and that the data may be misused. I would assure them that the information they provide will be used only for statistical purposes, and that the resulting statistics will be in the interests of all Canadians. Indeed, the Canadian Human Rights Commission considered this issue carefully, and in its recent report to Parliament concluded that asking Question 19 is "entirely reasonable in a pluralistic society which needs to understand itself."

Statistics taken in the interests of all Canadians

Question 19 is not designed to provide information on race or racial origins of the population of Canada. Rather, it is intended to produce statistics on the visible minority population - statistics which are needed by both governments and employers to administer and assess the impact of the Employment Equity legislation passed by Parliament in 1986. In 1986 and 1991, this information was derived from responses to the census questions on ethnicity, place of birth and language.

This approach cannot be used in 1996, however, since substantially increased numbers of people will report "Canadian" as their ethnic or cultural origin, thus providing no indication of whether or not they are members of a visible minority group.

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The answers to Question 19, along with the related census

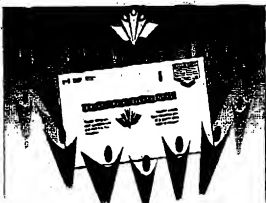
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Ivan P. Fellegi
Chief Statistician of Canada



The Edmonton Journal
Edmonton, AB
Dailies
Circulation: 172,000
11 May 96

The Calgary Herald
Calgary, AB
Dailies
Circulation: 118,862
13 May 96

GUEST COLUMN

Census anchors social policy

Visible-minority question helps Ottawa assess employment-equity laws

Ivan P. Fellegi is chief statistician of Canada. Census Day is Tuesday.

OTTAWA

Statistics Canada has been criticized for including in the upcoming 1996 census a question which, according to the critics, asks respondents to report their racial origin.

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IVAN FELLEGI



Call 243-7253. Press 1080

CENSUS RACE QUESTION 'ENTIRELY REASONABLE'

By Ivan P. Fellegi

RECENTLY, STATISTICS CANADA has been subjected to criticism for including in Tuesday's 1996 Census a question which, according to the critics, asks respondents to report their racial origin.

In fact, this question (Question 19) is not designed to provide information on race or racial origins of the population of Canada. Rather, it is intended to produce statistics on the visible minority population — statistics that are needed by both governments and employers to administer and assess the impact of the Employment Equity legislation passed by Parliament in 1986. In 1986 and 1991, this information was derived from responses to the Census questions on ethnicity, place of birth and language.

However, this approach can not be used in 1996 because an increased number of people will report Canadian as their ethnic or cultural origin, thus providing no indication of whether or not

they are members of a visible minority group.

For this reason, a direct question has been adopted, asking a sample of one in five households to report the population group(s) with which they identify. The question went through, as do all census questions, a rigorous consultation, testing, review and approval process. This process includes approval by cabinet and the prescription of the questions by the governor in council. Testing of the question demonstrated that accurate data would be produced and that people clearly understood the question and did not react negatively to it.

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Ivan P. Fellegi is the Chief Statistician of Canada.

THE PROVINCE, MAY 12, 1996

Dear:

Recently, Statistics Canada has been subjected to criticism for including in the upcoming 1996 Census a question which, according to the critics, asks respondents to report their racial origin.

I appreciate the concerns of individuals who are offended by this question, and who fear that it will be divisive and that the data may be misused. I would like to have an opportunity to assure them that the information they provide will be used only for statistical purposes, and that the resulting statistics will be in the interests of all Canadians. I am therefore offering the attached explanation for publication on your newspaper's opinion-editorial page. I hope that this explanation will help rectify misconceptions with regards to the content and purpose of the visible minority question.

I would appreciate it if you would pass this explanation on to the appropriate editor.

Yours sincerely,

Attachment

Monsieur, Madame,

Récemment, Statistique Canada a fait l'objet de critiques pour avoir inclus dans le Recensement de 1996 une question qui, selon les critiques, demande aux répondants de déclarer leur origine raciale.

Je suis sensible aux préoccupations des gens qui sont offensés par cette question et qui craignent qu'elle entraîne de la controverse ou que les données soient mal utilisées. J'aimerais avoir l'occasion de leur assurer que les renseignements recueillis serviront à des fins statistiques seulement et que les résultats seront profitables à tous les Canadiens et toutes les Canadiennes. J'ai donc joint à la présente des explications qui pourraient être publiées dans vos pages éditoriales/d'opinions. J'espère que ces explications permettront de corriger les mauvaises interprétations au sujet du contenu et des objectifs de la question sur les minorités visibles.

Je vous serais reconnaissant de transmettre ces explications à l'éditorialiste approprié.

Veuillez agréer, Monsieur, l'expression de mes sentiments les meilleurs.

Pièce jointe



August 12, 1996

Mr. Robert Lewis
Editor
Maclean's Magazine
777 Bay Street
Toronto, Ontario
M5W 1A7

Dear Mr. Lewis:

At the risk of allowing Ms. Barbara Amiel to get to know me better, I must respond to several of the issues she raised in her August 12 column "A duty to defy foolish regulations", in which she echoed concerns expressed by George Jonas about the Census.

Ms. Amiel accepts the need for the Census, but argues that it is too intrusive and that the notion that any form can remain confidential is a joke. She suggests that these concerns would be addressed by making the Census anonymous, and telling people not to respond to any questions they find too intrusive.

Whether the Census is too intrusive clearly is a matter of opinion. Some people consider answering questions of any kind an unwarranted invasion of privacy. Statistics Canada's objective, in the Census and all of our surveys, is to minimize the loss of individual privacy, while responding to the needs of a modern society for statistical information to manage its affairs for the public good.

Decisions on which questions to include in the Census are not taken lightly -- certainly not on the whim of a bureaucrat or, as Ms. Amiel suggests, because "the Milk Marketing Board want to know this or the Status of Women wants to know that". Questions are included only where there is widespread need for the information, where the information can not be obtained more appropriately from any other source, and only after careful testing has shown that the public is both willing and able to answer the questions. The decision-making process ultimately involves review and approval of all questions by Cabinet, and their prescription by Order in Council.

.../2



While the intrusiveness of the Census may be a matter of opinion, the confidentiality of information collected is not. Absolutely no one outside Statistics Canada, not even the courts, can obtain access to Census information about any individual or family. The Statistics Act, which obliges individuals to answer the Census questions (a requirement which, for Ms. Amiel's information, has been upheld in the courts) also compels Statistics Canada to protect the confidentiality of the reported information. All staff, including local Census Representatives, are sworn to secrecy under the Act, and are subject to a jail term of up to six months should they unlawfully disclose information about any respondent.

Ms. Amiel's suggestion to conduct the Census without collecting names is not, unfortunately, a practical one. Virtually every country in the world conducts a Census, and all have found that collecting names is essential to ensuring an accurate enumeration of the population. For the 1996 Census, names will not be recorded in the Census computer files, and the questionnaires containing the names will be shredded and recycled. Nor is it likely, as she suggests, that an anonymous Census would lead to more accurate statistics. Analysis shows clearly that the Census provides accurate statistics, reflecting the fact that the vast majority of people answer the Census questions truthfully.

Ms. Amiel's suggestion to tell people not to respond to any questions that they find too intrusive, and to rely instead on "anonymous random sampling", reflects a basic misunderstanding of the nature and purpose of the Census. Random sampling is already used (only one in five households receive the long form), and for the Census to achieve one of its fundamental objectives -- providing accurate, comparable information for every community throughout the country -- uniform information must be collected from each household in the sample.

Ms. Amiel and her readers may be interested to know that, thanks to the overwhelming cooperation and support of individual Canadians from coast to coast, the 1996 Census was completed ahead of schedule and under budget.

Yours sincerely,



D. Bruce Petrie
Assistant Chief Statistician
Social, Institutions and Labour
Statistics Field

LETTER OF THE DAY

W8166
IN HIS July 22 column George Jonas invited me to respond to a reader who expressed concerns that the census questionnaire for her household was reviewed for completeness by a local census representative. I am pleased to do so.

Wherever possible census representatives are assigned areas outside their immediate neighborhood in order to minimize the number of cases where they would have to handle questionnaires of persons known to them. In large urban areas this approach works well. In rural areas and small towns, however, the problem is more difficult.

In the 1996 census respondents were advised, through messages printed on both the questionnaire package and return envelope, that the questionnaire would be reviewed by the census representative for their area. For those who objected to this, either by informing the census representative or calling the 1-800 number printed on the questionnaire, alternate arrangements were made for the return of the questionnaire.

We realize this is a second best solution, however, and in the recent census carried out a large scale test of a new methodology. The new approach involved mailing out questionnaires in urban

areas, with a drop-off by census representatives in areas where comprehensive address lists were not available. In all cases, the questionnaires were mailed back to a centralized processing office, from which any necessary follow-up was conducted, largely by telephone. This method eliminates virtually all situations where completed questionnaires are handled by local census representatives. We will be analyzing the results of the test over the next several months and hope to be able to implement the new procedures across the country in the census of 2001.

Statistics Canada takes seriously its legal obligation to protect the privacy and confidentiality of every census respondent. A census questionnaire is seen only by those who have been sworn to secrecy under the Statistics Act and who actually need to see it. Any employee who unlawfully divulges information about any individual or household is subject to a fine of up to \$1,000 and/or a jail term of up to six months.

D. Bruce Petrie
 Statistics Canada

(But whether divulged or not, sensitive information was in the hands of a neighbor, right?)

back

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Confidence lacking in census

In a June column about the census, I wrote that when it comes to government records in general, or the census in particular, confidentiality is an illusion.

"As any working journalist knows," I wrote, "there's no way to keep information given to one branch of the government from another branch. It can't be kept a secret even from private interests with any degree of reliability." A few days later D. Bruce Petrie, Census Canada's Assistant Chief Statistician, responded in a letter to the Sun. Among other things, he wrote that "Statistics Canada takes very seriously its legal obligation to protect the privacy and confidentiality of every census respondent. A census questionnaire is seen only by those who have been sworn to secrecy under the Statistics Act and those who actually need to see it."

I'm grateful to Petrie. His letter resulted in more mail to me than my original column. It's a reader from the Barrie area I would like to quote here at length because she talked mainly about confidentiality.

"Some time before Census Day, a gentleman delivered the long census form to our door," wrote my correspondent. "We very much felt it was an invasion of our privacy, but the promise of hefty fines convinced us we did not need the financial or emotional inconvenience, so we answered the questions."

"Several weeks after Census Day I received a telephone call from a gentleman who identified himself as an employee of the Census Bureau. He politely informed me I had neglected to fill in a box on my form. The matter was cleared up quickly (but) in the course of the



George
JONAS

conversation he mentioned my husband's salary, and I was struck by the casualness of a stranger discussing our private business.

"As I walked away from the phone I had a strange feeling that something was amiss, so I dialled '69. My suspicions were confirmed. The call had not originated from a disinterested Ottawa bureaucrat. It was a local call, from down the road.

"I called the gentleman back and asked him how it was that he had my census form when I thought it had been mailed to Ottawa. He informed me that all the forms he had delivered in the area were returned to him for 'editing.' If there was a problem with the form, it was his duty to contact the citizen. I asked him how long he had been with the Census Bureau, and he told me he was employed for several months during the census taking. He proudly added that he had done the same job in the last census.

"My husband and I were flabbergasted. Here we had been reassured of confidentiality, and yet, a man down the road employed for two months by the Census Bureau knew all our Census input.

"I contacted the Census Bureau and told them I was very much taken aback by this procedure, as I had thought all forms went to some giant computer processing room in Ottawa where the sheer numbers guaranteed a certain sense of anonymity. They told me the local screening was more efficient, and added that eventually "someone had to look at the forms" whether in Ottawa or locally.

"My next call was to my MP. His parliamentary assistant called me back, telling me that he was as shocked as I was. He shared my amazement that a local person—a neighbor, or a sports teammate—might be the person privy to the information shared on the form.

"Are we still bitter? You bet. We feel deceived by smooth-talking bureaucracy which assured us of confidentiality.

"We are law-abiding, tax-paying homeowners in free country. We work hard, and try to contribute to our community. We ask little more than to be permitted to dignity of a private life in our home. The questions we intrusive and impertinent. We felt invaded; do our feelings count for nothing? Is a census bureaucrat not interested in that statistic?"

I think we should let Census Canada's Petrie respond to that question.

Jonas, author and producer, appears Mondays

Greener Pastures



Jerry's turned down for every reason in the book, but there's no way she was an Olympic swimmer.

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Thomson said is "the stuff you separate (money-making) ads with."

CP is owned by its members. Constant goading by those members pushed CP into becoming what no wire service originally was supposed to be: A universal provider of filler



ported by one newspaper to another, non-competing journals. The original reporting by these agencies came later, prodded by competitive, commercial wire services such as United Press International that sought to break the old cartels.

Almost 20 years ago I launched United Press Canada

haughtily, was tantamount to treason.

But few doubted the value of UPC's competition, even if they used it wrongly. Right from prompt CP to get lean and mean, they mandated more and sooner to counter the UP press challenge.

"I'll never buy your service," one editor told me, "but I hope you stick around because, make CP better."

UPC stuck around for six years. At UP

Take it off

Many are called, but few are chosen. The number of called was, in fact, 30. All but four refused, so none but the gods of *Cosmopolitan* magazine know who will be chosen. To be nude. In the July issue. Man. First time since 1973. Burt Reynolds.

That answer all your immediate questions? For those of you who didn't know the '60s were over and, as a result, I remember the '70s or the '80s and perhaps the '90s, I rush to explain further.

In the 1970s, *Cosmopolitan* took up nude male centerfolds with Urt Reynolds as one of the last men to appear. I personally, moi, was tepidly unthrilled by the sight of an unclothed Reynolds, but some of my friends felt differently. They outright hated him.

For the 1996 reprise of a nude male nup, the *Cosmo* editors evidently asked bunch of guys including — I'd rather ok at garden slugs — John Major.

Now the JM who is PM is the Alexa cDonough of British politics: invisible, regrettable and beige.

So it is fortunate if not merciful that he one of the 26 men who refused to conder an offer that a mere four thought ey couldn't refuse.

As an aside here, or perhaps a back- to, it is curious that where women rush are all for *Playboy*, men do not leap to take it off for *Cosmo*.

Is it perhaps that men know they can get ahead on brains and talent only? Surely not. This is after all, 1996.

Or is it maybe that men still run the world and since most of them efer to persecute women, then what we get to look at in our society is a thora of bare broads? Couldn't be.

Or is it that men resent being considered nothing more than a bare it and fab peccs. Nonsense.

Anyway, says a Reuter report out of London, a mere two Britons, one american and one Frenchman agreed to let their names... or whatever stand.

Sadly, not a Spaniard. I personally would so like to see the Antonio nderas nekkid.

Not a Canadian. I could force myself to contemplate, at length, an unthet Tom Jackson, Paul Gross, Bryan Adams, Keanu Reeves or try Czerny.

Not a Russian. I for one, should be delighted to take the helmets off at least six Russian hockey players now in the NHL.

And qui is this Frenchman who is willing?

Not, on espere, Jacques Chirac. Far too explosive.

And the two Brits? Who are they, now that John Major backed out? Bean? Prince Charles? Boy George?

And the one American? If it's Bill Clinton, I don't want to go there. If Brad Pitt or Denzel Washington, fine.

Cosmopolitan should hit the stands the first week of July. Jack off. Don't try to push ahead of me in the queue.



**Lyn
COCKBURN**

Bureaucratic home invasion

The census is an old institution. It has been with us since biblical times. This in itself means nothing; a number of things have been with us since biblical times, including the plague.

I prefer the census to the plague, but that's just about the only thing to which I prefer it.

To begin with, I take a dim view of bureaucrats asking me to fill out yet another questionnaire. I spend about two working days a month as it is filling out government forms.

I take an even dimmer view when Ottawa's paper termites threaten me with a fine and a jail term unless I fill out their forms, not at my earliest convenience, but in precisely four days.

As I mentioned before when writing about the census — the last time in 1986, I believe — I've no intention of letting a bunch of little red tapeworms dispose of my time. I'm not likely to interrupt my work schedule or travel plans at the whim of the government. Never mind whim, I'd turn down an offer of \$100 if it entailed filling out forms on four days notice.

But that's only a small part of my problem. The big part is that I find the whole concept of the modern census oppressive and offensive.

By now the census has evolved from ordinary stock-taking on the part of the community to a tool of government intrusion. It has come to be conducted with damnable arrogance and no regard for privacy.

Year after year the state has demanded answers to questions that are none of its business. This year, for example, the paper termites demand to know the marital status and sex of my roommates and/or other inhabi-



**George
JONAS**

tants of my home.

Such questions are intrusive and impertinent even in the abstract — but of course the state also wants me to attach my name, as well as the names of other people, to this ostensibly statistical information.

Why? Oh, just so that the census takers can contact me if I missed one of their questions. In the view of Statistics Canada, this is a sufficient reason to invade my privacy.

Then, to add insult to injury, the government assures me that the information I give them is protected by law and will not be divulged to anyone. I don't know if Ottawa's civil servants really believe this. If they do, they're moronic. If, as I suspect, they don't, they're telling a deliberate lie.

As any working journalist knows, there's no way to keep information given to one branch of the government from another branch. It can't be kept a secret even from private interests with any degree of reliability.

If a record exists, someone can find it. Chances are Statistics Canada wouldn't even know about it — and if they eventually found and punished the bureaucrat who leaked the "confidential" information, what consolation would that be to the citizen?

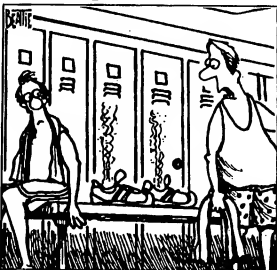
Confidentiality? You're lucky if your confidential records don't turn up in an Ottawa garbage truck, as a bunch of medical records did some years ago.

In this country the government prosecutes people for misleading advertising — unless, of course, the government does it. A claim that the confidentiality of your information is guaranteed is a perfect example of misleading the public, but somehow I doubt if Statistics Canada will be prosecuted for it.

The worst thing, however, is this: By the government's own admission, the census is used to foster plans of social engineering. This inevitably includes plans that a citizen may view as inimical to his private as well as to the public interest. (I certainly do. Over the years I've considered at least half of all government programs injurious both to my interests and the community's.)

Compelling people to provide information that may be used against them, personally or collectively, is unconscionable. One way to respond to it is by civil disobedience.

In 1986 I was happy to read that about 40% of Toronto census forms were not returned. I'm hoping for similar news in 1996.



Sewell, Dale

From: Trombetti, Lilia
To: Palfenier, Peter; Barrett, Valerie; Laroche, Benoit; Whitar, Donna; Beckstead, Johanne; Sewell, Dale; Baxter, Rick; Matheson, Keith; Blanchette, Diane; Ramsbottom, Sandra
Subject: FYI - A titre d'information
Date: Thursday, June 20, 1996 8:54AM
Priority: High

[The Toronto Sun]
LETTER OF THE DAY COLUMN

Byline:
Dateline:
Section: Editorial/Opinion
Page: 11 Length:
Date: Thu 20 Jun 1996 Edition:

IN HIS June 17 column on the 1996 Census ("Bureaucratic home invasion"), George Jonas charges that Statistics Canada has no regard for privacy in conducting the census, and misleads the public with its guarantees of confidentiality. Both charges are absolutely untrue.

Statistics Canada takes very seriously its legal obligation to protect the privacy and confidentiality of every census respondent. A census questionnaire is seen only by those who have been sworn to secrecy under the Statistics Act and those who actually need to see it. This represents a very limited number of employees. Absolutely no one except authorized Statistics Canada staff - no other government department, not even the courts - has access to individual questionnaires or information that would permit identification of any individual or family. In fact, names, addresses and telephone numbers are not included in the census database.

Statistics Canada also takes very seriously its responsibility to develop census questions that respond to important information requirements. The questions are not "intrusive and impertinent," as Jonas charges. Rather, all of the information collected by the census is needed, and it is used only for statistical purposes. Each question goes through a rigorous consultation, testing, review and approval process. This process includes approval by cabinet and the prescription of the questions by the Governor in Council.

The census provides much-needed information that is used by governments, business, researchers and individual Canadians to shed light on issues of concern to all of us - employment, education, training, transportation, housing, immigration, income support, aboriginal issues and many more. While Jonas may disagree with many decisions taken by governments, census data help all Canadians - including journalists - evaluate both the need for, and the impact of, the policies and programs of governments throughout the country.

D. Bruce Petrie
Assistant Chief Statistician
Social, Institutions and Labor Statistics Field
Census Canada

(We fault no one who thinks that some of the information you ask for is none of your business)

QUERY NAME SC STAT SEARCH TERMS CONFIDENTIALITY; STATISTICS; CANADA; ACT; BRUCE;
PETRIE; INFOMART CUSTOMSEARCH

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K281
Letters to the Editor

StatsCan Calls Census Editorial 'Misleading'

Dear Editor:

Statistics Canada wishes to address your June 5 editorial that questioned the integrity and confidentiality of the census.

At issue is the fact that census representatives must follow up on missing and incomplete questionnaires.

It is misleading to imply that the confidentiality of personal information is compromised through this process.

As stated on the questionnaire envelope, census reps are responsible for the completion and return of questionnaires in their enumeration area.

All incomplete and missing questionnaires will be followed up by census reps. At present this is the most cost-effective and efficient way to ensure the successful completion of the census.

All employees who handle

census questionnaires take an oath of secrecy and are subject to fines of up to \$1,000 and/or six months imprisonment for any violation of their oath.

Census methodology has changed over the years in response to the public's concern over privacy.

In 1971, StatsCan introduced self-enumeration, permitting people to fill in the questionnaire in the privacy of their homes. Prior to that, all householders were canvassed and interviewed at the doorstep.

We are currently assessing for future censuses, the impact on cost, efficiency and the quality of data, of editing all questionnaires in central locations in each region.

Census information is among the most protected personal information in the country: in the 76-year history of

Statistics Canada there has never been a breach of confidentiality.

Jim Selley,
Director, Pacific Region
Statistics Canada

Readers will find the offending article in last week's paper, at the top of Page 8, under the heading 'Confidential Forms'. It expressed one reader's doubts, based on observation, about the security of census information, a matter of public interest. There's a distinction to be made between that and the honour and integrity of census reps, which is not at issue.—Ed.



Barbara Amiel

A duty to defy foolish regulations

I have never met Mr. D. Bruce Petrie, assistant chief statistician at Census Canada, but I am getting to know him. During the past seven weeks, Mr. Petrie and columnist George Jonas have been debating in the pages of *The Toronto Sun* over the 1996 census questionnaire. Jonas argues that the census is unnecessarily intrusive, that the information cannot be kept confidential and decent citizens should abstain from filling it out. Mr. Petrie, defending, will have no truck with this.

"All of the information is needed," he states, and "Statistics Canada takes seriously its legal obligation to protect the privacy and confidentiality of every census respondent." Doubtless he is a good chap, probably likes dogs and children, but as a spokesman for Census Canada he has the smell of a dead soul. That is to say, quoting T. S. Eliot, "Here is no water, but only rock."

Readers have been piling in with their views. One couple told how, after dutifully filling out the long version of the census, a neighbor telephoned them to check up on some questions they had missed and in the course of the call casually referred to the amount of money the husband earned. Turns out that sonorous phrase—"And by law, no one, except employees of Statistics Canada is allowed to see the personal information you provide"—applies to those fellows who get a bit of part-time work every five years when the census comes along.

For my money (not revealed to Census Canada), responsible Canadian citizens should make a bonfire of this census. Now, there may be some who care little whether or not their income, personal living arrangements, sexual orientation and who pays their rent is a private matter. But, on behalf of those who have not yet reached nirvana with Mr. Petrie and the boys, I have a suggestion as to how he can get his pound of flesh without my blood.

I accept that a country needs to do a stocktaking every five years. I even grant Mr. Petrie his 32-page long census form with such questions as the number of bedrooms I have. A country may require such statistics to provide services to citizens not to mention information to all sorts of institutions, organizations, sociology majors—and nosy journalists. But the Gordian knot could be sliced with one change: namely, the census should be anonymous. Why does the government "need" to know the name of the form-filler, the name of the roommate, the name of the illegal lodger you have living in the spare room, the names of your grandparents or your little ménage à trois? What need does this fill in Mr. Petrie's life? The point is this: if the reason that we are asked to give our names is to avoid duplication, we could simply have a question on the census form asking if anyone listed—grandparent, husband, daughter—has filled out another form. If the answer is yes, please delete that person from the count. Small price, great gain.

Anonymity would do a number of things. First, it would make the census material more accurate. One *Toronto Sun* reader pointed out in a witty letter that he had filled out the extra-long census "with, shall we say, enormous creativity." No one who cares about principles of privacy and/or personal dignity is going to kowtow to Mr. Petrie. Nor are people going to give details about the smuggled-in Philippine nanny when their name is on the form. Nor will they report an income different to the one they gave Revenue Canada. If your roommate thinks you are divorced but you are only legally separated, chances are you are not going to stir up that nest by telling the truth to Mr. Petrie.

The government wishes to compel people to answer the census and that compels the government to assure us of confidentiality.

Only anonymity can do this. The notion that any form can remain confidential is a joke. Today's census may be distributed by tomorrow's wind or go on-line to government departments in the name of national interest.

A second improvement would be to tell people not to respond to any questions that they find too intrusive. For these personal questions, StatsCan could go to anonymous random sampling. Most of our businesses work extremely well with samples from which they can extrapolate. This is true from marketing to political polls. We can ask a thousand people about the nature of their household arrangements, the amount of money they have and its sources, the state of their house and learn more about Canada than we might by causing unwilling participants to divulge incorrect details.

Another viable method might be for Mr. Petrie to take a trip through the looking glass. Instead of concluding that, since the

Milk Marketing Board wants to know this or the Status of Women wants to know that, we will include it in the census, the statisticians might ask themselves "Have we got the right to ask citizens that question? Is it within the bounds of decency to do so?" This way of thinking may require brain transplants, but it's worth a try.

When the 1993 StatsCan survey, *The Violence Against Women*, came out, there was a hullabaloo. First, its conclusions were extraordinary—virtually every second woman in Canada had been abused. Then, columnist Douglas Fisher revealed that one civil servant alleged that the material had been manipulated by feminists within StatsCan. This argued strongly for a public inquiry. But StatsCan refused. In addition to everything else, Canadians are now dealing with an organization that many no longer trust.

The census people pretend that we must by law fill out their forms. That is not strictly true. The bureaucrat is not the law. He may want me to fill out his blasted forms, but I will do so only if a judge and the courts tell me to do so. Times change, questions change and the law is in constant flux. The good citizen has a duty to challenge foolish or evil statutes. Uncritical obedience is not good citizenship but an act of folly for us all, including Mr. Petrie.

The notion that any form remains confidential is a joke. Today's census may be distributed by tomorrow's wind.

STATSCAN OFFENDED

Re "Census confidentiality promise a joke," Snapshots column by publisher Dave McCullough, June 22 issue

Statistics Canada takes exception to this headline. Statistics Canada takes very seriously its legal obligation to protect the privacy and confidentiality of every census respondent.

A census questionnaire is seen only by those who have been sworn to secrecy under the Statistics Act, and those who actually need to see it. This represents a very limited number of employees.

It is the job of census representatives to follow up all incomplete and missing questionnaires. At present, this is the most cost-effective way to ensure the successful completion of the census. Census representatives have taken the oath of secrecy and are subject to fines of up to \$1,000 and/or six months' imprisonment for any violation of their oath.

With respect to questions Mr. McCullough raised about "misplaced" census questionnaires, Statistics Canada has received more than 95 per cent of completed questionnaires, which represents almost 1.5 million for British Columbia. We are currently following up on questionnaires we have not received. Some questionnaires may in fact not have been mailed. Others may have been mailed and are still making their way through the system.

Jim Selley
director, Pacific region
Statistics Canada

Government Relations

1.0 Federal Departments and Agencies

1.1 Background

Federal government departments and agencies were asked to support the Census through their ongoing internal employee networks and external client networks. Census Communications provided both standard and specialty items upon request.

1.2 Planning Process

Thirty federal departments were identified as potential supporters based on total number of employees, number of clients regularly contacted and previous support of 1991 Census.

The list of names and addresses of all directors of communications was obtained from the Federal Communications Council.

1.2.1 Letters

a) Chief Statistician

A letter was sent on August 31, 1995 from the Chief Statistician to 17 Deputy Ministers. The letters outlined the importance of the census and requesting the participation of departments (Appendix 1). Seven Ministers replied in writing.

b) Director, Communications Division

A letter was sent on October 16, 1995 from the Director, Communications Division to the Directors of Communication of all federal departments and agencies (Appendix 2). The letters requested their support of the census and the

name of a contact person with whom census communications staff could discuss support. An information kit containing fact sheets and suggestions for promotional activities accompanied the letter.

c) Thank-You Letters

Thank-you letters were sent from the Chief Statistician and the Director, Communications Division (Appendix 3) to departments supporting the Census. In cases where the working level contact had made a significant contribution, a personal thank you from Census Communications was also sent (Appendix 4).

1.2.2 Follow-up

Letters to Directors of Communication were followed-up with phone calls in November 1995, to confirm the contact person for each department. Meetings were held with seven of these departments, the remainder were dealt with by phone.

One communications officer was responsible for contacting all federal government departments. This worked well and as time became available, the officer also contacted museums in the National Capital Region.

At the time of contact (face-to-face or telephone), the officer reminded each department of its level of participation in the previous census. This helped obtain its continued support in 1996. It is interesting to note that the level of support of each department in 1996 was generally consistent with that of 1991.

1.2.3 Other Contacts

Elections Canada and Information Canada were sent information kits and letters in March 1996 (Appendix 5). These kits provided background information on the census and requested that public inquiries be referred to the Census Help Line.

Four departments and eight museums in the National Capital Region were added to the original list in the spring of 1996 and contacted by telephone. They were also sent information kits. Museums should have been contacted sooner since contact at this point

left insufficient lead-time to enable the museums to include census messages in their publications. Support from the museums therefore targeted the general public, rather than employees.

1.3 Support

The program was successful in that most departments participated, publishing one or more articles in their newsletters and distributing materials such as posters and bookmarks. The most significant aspect of federal government departmental participation was the inclusion of more than 13 million inserts in mailings to employees. Table 1 lists the departments which were the largest users of inserts while Table 2 lists some of the larger mailouts that were coordinated by Census Communications staff.

Table 1: Departments using large numbers of mail inserts

Department	Number of inserts used	Program
Human Resources Canada	1,628,000 1,875,500	Canada Pension Plan (CPP) Old Age Security (OAS)
Revenue Canada	1,608,000 7,470,000	Child tax Benefit (CTB) GST Credit (GSTC)
Veterans Affairs Canada	20,000 62,000	War Veterans Allowance (WVA) Canada Pension - Civilian War Allowance (CPC)
Treasury Board	274,075	Federal public service pay

Table 2: Large mailouts

Department	Mailout
Canada Post	8,800 posters to outlets (list provided by Canada Post)
Canada Employment Centres	Posters to 425 centres (list provided by Human Resources Canada)
Royal Canadian Mounted Police	Information kits to 950 detachments (list provided by RCMP)
National Defence	Information kits regarding enumeration to 200 military bases (list provided by National Defence)

Appendix 6 contains detailed information on the activities undertaken by government departments and agencies in support of the Census.

1.4 Materials

The response from communications staff of other departments regarding the Census information kits (Appendix 7) was very positive. The general reaction was that the kits were informative and accessible, and allowed the communications officers - who did not have time to do research in the area - to become familiar with the Census Communications program easily and to respond to requests for support quickly.

- The Privacy Commission requested information on confidentiality.
- The Human Rights Commission requested information on disabled persons (Appendix 8).
- While Canada Post used census promotional materials to inform their staff of the census and their role in it, it was difficult to obtain broader support from the department that was not "tied" to prizes and giveaways. The Agency received 1,000 cups, bookmarks and coasters for prizes in a contest run through their bulletin Performance. However, these items were given away on a first come, first serve basis - without a contest. This created some negative backlash with other departments and within Statistics Canada where employees were expected to buy the cups.

- Information kits were sent through External Affairs and International Trade to embassies and consulates several weeks before questionnaires were sent by Collections. During the weeks around Census, Communications received inquiries from embassies and consulates about the collection methodology because there was no collections number provided.
- Although the turn-around time for custom articles was good, there was no input from the communications officer into the content of the article other than the criteria provided along with the original request. The content of the final article was sometimes not exactly what was wanted but was used nevertheless because of publication deadlines.
- There should be more back-to-back English/French posters. Limited quantities in 1996, made distribution to government departments was complicated.

2.0 Members of Parliament

Although originally planned for, letters requesting support from Members of Parliament were not sent. Information kits were to include:

- Cover letter
- Information "Blotter"
- Newsletter specifically targeting MPs:
- Sample articles and Repro Sheet for use in householders
- Census Materials - Order Form
- Lapel Pin

Regional offices sent information to constituency offices and while Ontario regional office contact Members of Parliament in Ontario, the follow-up was conducted by the Ottawa office.

3.0 Senators

Were not approached in 1996 since Members of Parliament were not contacted.

4.0 Statistical Agencies

Although discussed, it was decided that all Statistical Agencies would not be contacted. Regular meetings are held with the United States Bureau of the Census, Australia, New Zealand, France and the United Kingdom and materials and information were provided as required.

5.0 Focal Points

A letter signed by the Minister was sent on September 21, 1995 to Ministers responsible for statistical activities in their province or territory, asking them to name the Focal Points as spokespersons for their province/territory (Appendix 9). These letters must be started early (Summer, 2000) as it takes time to get Minister's approval and many focal points require this formality to initiate support activities within their governments.

Details on participation of provincial governments are contained in the individual regional reports. Three examples from the Atlantic region are in Appendix 10.

6.0 Governor General

Was not approached because of minimal potential for support in 1996.

7.0 Recommendations

a) Recommendations Federal Departments and Agencies

- Use of inserts should be reviewed starting in January, 2000 since ministerial approval tends to take some time. Letters should go out to each minister at least one year before Census Day.
- Investigate alternative method to inserts.
- Contact The Privacy Commission and the Human Rights Commission as part of the regular Government Departments support program (information only).
- Census Communications should offer to review materials prepared by other departments to ensure they are correct. Correctional Services of Canada sent erroneous information to individual institutions which caused a lot of confusion.
- The roles of Census Communications officers (Census of Agriculture and Population) must be clearly defined with regards to the Department of Agriculture to avoid overlap of efforts.
- Prizes and giveaway materials should not be provided to departments.
- Posters in Canada Post retail outlets should be negotiated as part of the collections contract.
- External Affairs and International Trade - a contact name and phone number for a resource person in Collections must be included.
- Communications officers should be included in the approval process for custom articles to ensure the final draft is contextually appropriate.
- All national posters should be available in back-to-back English/French formats.
- Investigate using bookmarks in Canada Post retail outlets (match posters) to make it easier for people to obtain the 1-800 number.
- The following worked well in 1996 and should be repeated in 2001:
 - Follow the same approach for contacting and following-up with federal

government departments and agencies.

- Include order forms included in information kits to departments. This helped facilitate the process of receiving support;
- Early availability of written materials (7 months);
- use more 8½ x 11 posters;

b) Recommendation for Members of Parliament

Determine six months prior to Census Day whether to approach MPs regionally or nationally.

c) Recommendation for Senators

Senators should be contacted in 2001 at the same time as Members of Parliament.

d) Recommendation Statistical Agencies

Information should be provided during regular meetings with those agencies we deal with on an ongoing basis.

e) Recommendation Focal Points

Letters should be started early (Summer, 2000) as it takes time to get Minister's approval and many focal points require this formality to initiate support activities within their governments.



Chief Statistician of Canada
Statistique Canada

Ottawa, Canada
K1A 0T6

Statisticien en chef du Canada
Statistique Canada

APPENDIX/APPENDICE 1

August 31, 1995

Mrs. Shirley Serafini
Acting Deputy Minister of
Indian Affairs and Northern
Development
Les Terrasses de la Chaudière
Room 2102, North Tower
10 Wellington Street
Hull, Quebec
K1A 0H4

Dear Mrs. Serafini:

The next Census of Canada will take place on Tuesday, May 14, 1996. I am writing to enlist the support of Indian Affairs and Northern Development Canada in our campaign to increase awareness of the 1996 Census and to encourage full public participation.

The information collected by the Census of Population and the concurrent Census of Agriculture provides an accurate portrait of the ever-changing face of Canadian society. It is important that all persons living in Canada understand the value of the Census and be motivated to complete a questionnaire. The support of Indian Affairs and Northern Development Canada in bringing the Census message to its employees and the general public would be an important contribution to this objective. This support could include activities such as mail inserts, articles in employee or public newsletters or putting the Census logo on printed material.

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Canada



- 2 -

Our communications staff will be contacting your Director of Communications to discuss various approaches for promoting the 1996 Census. I would appreciate your endorsement of these activities.

Statistics Canada appreciates the continued support Indian Affairs and Northern Development Canada has given to the 1996 Census.

Yours sincerely,

Ivan P. Fellegi



Chief Statistician of Canada
Statistics Canada
Ottawa, Canada
K1A 0T6

Statisticien en chef du Canada
Statistique Canada

Le 31 août 1995

Monsieur Jean-Jacques Noreau
Sous-ministre du Développement
des ressources humaines
Place du Portage
Phase IV, 13ième étage
140, promenade du Portage
Hull (Québec)
K1A 0J9

Monsieur,

Le prochain recensement du Canada aura lieu le mardi 14 mai 1996. Par la présente, je désire solliciter l'appui de Développement des ressources humaines Canada à notre campagne visant à sensibiliser les gens à l'importance du Recensement de 1996 et à encourager la participation de toute la population.

Les renseignements recueillis dans le cadre du Recensement de la population et du Recensement parallèle de l'agriculture nous permettent de faire le portrait actuel de la société canadienne, laquelle est en constante évolution. Il importe que tous les gens vivant au Canada comprennent l'importance du recensement et qu'ils soient prêts à remplir un questionnaire. En communiquant le message du recensement à vos employés et au grand public, Développement des ressources humaines Canada contribuerait de façon remarquable à l'atteinte de cet objectif. Cet appui pourrait prendre la forme d'encarts postaux, d'articles dans vos bulletins d'information ou de l'ajout du logo du recensement sur des documents imprimés.

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Canada



Notre personnel des Communications communiquera bientôt avec votre directeur des Communications afin de discuter des moyens à prendre pour promouvoir le Recensement de 1996. Je vous saurais gré d'approuver ces activités.

Statistique Canada apprécie l'appui de Développement des ressources humaines Canada pour le Recensement de 1996.

Je vous prie d'agréer, Monsieur, l'expression de mes sentiments les meilleurs.

ORIGINAL SIGNED BY
ORIGINAL SIGNÉ PAR
IVAN P. FELLEGI

Ivan P. Fellegi



Indian and Northern
Affairs Canada

Affaires indiennes
et du Nord Canada

Deputy Minister

Sous-ministre

Ottawa, Canada
K1A 0H4

SEP 29 1995

Dr. Ivan Fellegi
Chief Statistician of Canada
26th Floor, Section A
R.H. Coats Building
Tunney's Pasture
OTTAWA ON K1A 0T6


Dear Dr. Fellegi:

Thank you for your recent letter seeking the Department of Indian Affairs and Northern Development's (DIAND) continued support for the 1996 Census of Canada. I would like to assure you that DIAND remains an enthusiastic partner in all efforts geared towards improving First Nations awareness of, and participation in, the census event. Census data are useful in ascertaining changes to the socio-economic conditions of First Nations and comparing them to the rest of Canada. Minister Irwin is committed to reducing the population count difference between DIAND's Indian Register and the Census for the Registered Indian population and, accordingly, Statistics Canada's initiatives in these areas are very much appreciated.

I would like to outline the various means by which DIAND is already involved with Statistics Canada in improving First Nations participation in the 1996 Census.

Presently, four different interdepartmental working groups are regularly meeting to address issues linked to the 1996 Census. These include the following:

A Steering Committee co-headed by Mr. James F. Phillips, Director General, Information Management Branch, DIAND, and Mr. John Coombs, Director General, Labour and Household Surveys Branch, Statistics Canada. This committee meets on a quarterly basis to discuss and resolve broad and substantive issues relating to Aboriginal data.

OFFICE

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STATISTICS CANADA
K1A 0H4

Canada

- An interdepartmental group whose membership includes Mr. Ravi Shankar, Director, Information Quality and Research Directorate, DIAND, and Mr. Benoît Laroche, 1996 Census Manager, Census and Demographic Statistics Branch, Statistics Canada, and their respective staff. This group is working together to address issues relating to the 1996 Census and the Aboriginal population. This group is also actively engaged in carrying the Census message to DIAND and Statistics Canada, senior managers and employees in the regions and headquarters.
- Another interdepartmental group meets on an "as required" basis to document any changes to Indian lands that might affect Census geography. Dr. Angus Dalley, Manager, Departmental Statistics, DIAND, and Ms. Brenda Wannell, Geographical Analyst, Classification Systems Branch, Geography Division, Statistics Canada, coordinate the activities of this working group.
- Finally, communication links concerning the 1996 Census have already been established between DIAND and Statistics Canada. As such, media strategies aimed at promoting the 1996 Census to First Nations are coordinated by Ms. Dale Sewell, Census Communications, Marketing and Information Services Branch, Statistics Canada, with input and advice from Ms. Lillian Blondin, Communications Manager, Northern Affairs and Corporate Services, DIAND. They have discussed the requirements for the development of a strategy to allow Statistics Canada to secure direct contact with the individual chiefs of First Nations, key Aboriginal organizations and Aboriginal businesses.

While many of the points raised in your letter are already being actioned within DIAND, I fully endorse your interest in maintaining excellent relations via our respective communications staff. Moreover, some of the suggestions that are included in your letter are already being given careful consideration by our Director General of Communications, Mr. Jean-Pierre Villeneuve.

DIAND is pleased to be involved in the 1996 Census event and looks forward to the continuation of excellent relations with Statistics Canada. I wish you and your department continued success in completing the 1996 Census of Canada.

Yours sincerely,



Scott Serson

APPENDIX/APPENDICE 2



Statistics
Canada

Statistique
Canada

Ottawa, Canada
K1A 0T6

October 16, 1995

Mr. Peter Lloyd
Director General
Communications Bureau (BCD)
Department of Foreign Affairs
and International Trade
Lester B. Pearson Building
125 Sussex Drive
Ottawa, Ontario
K1A 0G2

Dear Mr. Lloyd:

On August 31, the Chief Statistician of Canada, Dr. Ivan Fellegi, wrote to Mr. Gordon S. Smith and Mr. R. Allen Kilpatrick seeking your department's support of the 1996 Census, which will take place on Tuesday, May 14th, 1996.

As a follow-up to this letter, I am sending you background information on the 1996 Census. Francine Lampron, of our census communications team, will be in touch with your office to discuss the 1996 Census communications program with you or your officials.

Full public participation is essential to the success of the Census. Experience has shown that a strong public communications program, designed to create awareness about the Census and inform respondents about the importance of completing their questionnaires, plays a vital role in ensuring that the Census is complete and accurate.

I believe that the Department of Foreign Affairs and International Trade can make a vital contribution to the achievement of this enormous task and

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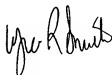
Canada



ask for your collaboration in bringing the message to both your department's employees and the public through the use of your existing communication programs and networks. Statistics Canada will be pleased to provide a wide variety of promotional materials.

I hope we can count on your support in making the 1996 Census a success.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Wayne R. Smith', with a stylized, cursive script.

Wayne R. Smith
Director
Communications Division

Enclosure



Statistics Statistique
Canada Canada

Ottawa, Canada
K1A 0T6

Le 16 octobre 1995

Monsieur Hugues Lacombe
Sous-ministre adjoint, Communications
Développement des ressources humaines Canada
Place du Portage, Phase IV
12^e étage
140, promenade du Portage
Hull (Québec)
K1A 0J9

Monsieur,

Le 31 août dernier, le statisticien en chef du Canada, Monsieur Ivan Fellegi, écrivait à Monsieur Jean-Jacques Noreau afin de solliciter l'appui de votre ministère pour le Recensement de 1996, qui aura lieu le mardi 14 mai 1996.

Pour donner suite à cette lettre, je vous fais parvenir des documents d'information sur le Recensement de 1996. Madame Francine Lampron, membre de l'équipe des Communications du recensement, communiquera sous peu avec vous, ou avec un membre de votre personnel, afin de discuter du programme de communications du Recensement de 1996.

La participation de toute la population est essentielle au succès du recensement. L'histoire révèle qu'un programme d'information publique efficace, conçu de façon à sensibiliser les gens à l'importance du recensement ainsi qu'à les inciter à y participer, joue un rôle de premier plan dans la mise en oeuvre d'un recensement à la fois complet et précis.

Je crois que Développement des ressources humaines Canada peut jouer un rôle important dans la réalisation de ce vaste projet. Je vous demande

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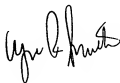
Canada



donc de nous aider à transmettre le message du recensement au personnel de votre ministère ainsi qu'au grand public par l'intermédiaire de vos programmes et réseaux de communications existants. Statistique Canada vous fournira avec grand plaisir toute une variété d'outils de communications.

J'espère que nous pourrons compter sur votre appui en vue d'assurer le succès du Recensement de 1996.

Je vous prie d'agréer, Monsieur, l'expression de mes sentiments les meilleurs.

A handwritten signature in dark ink, appearing to read 'Wayne R. Smith', with a stylized flourish at the end.

Wayne R. Smith
Directeur
Division des communications

pièce jointe

APPENDIX/APPENDICE 3

Same letter sent to the attached list.



Chief Statistician of Canada
Statistics Canada

Ottawa, Canada
K1A 0T6

Statisticien en chef du Canada
Statistique Canada

File copy
Chrono
J. Morin
D.B. Petric
B. Laroché
D. Sewell

August 23, 1996

Mr. Terry Ohman
Executive Director
Alliance of Canadian Travel Associations
1929 Bank Street
Suite 201
Ottawa, Ontario
K1V 7Z5

Dear Mr. Ohman:

I would like to extend my appreciation to the Alliance of Canadian Travel Associations for its active support of the 1996 Census.

On May 14, Statistics Canada asked the country to pause for its 18th family portrait since Confederation. As the most important source of information about Canada and its residents, it is essential that everyone perceive the significance of the Census and be motivated to complete the questionnaire. I thank you for your efforts in helping us accomplish this enormous task.

Statistics Canada has now started the important job of processing and analysing the information received from over 11 million Canadian households and 300,000 farms. The first results of the Census are expected to be released in the Spring of 1997.

Again, many thanks for your assistance in promoting the 1996 Census.

Yours sincerely
ORIGINAL SIGNED BY
ORIGINAL SIGNÉ PAR
IVAN P. FELLEGI

Ivan P. Fellegi

Canada



Chief Stat / eng.

Mr. Terry Ohman
Executive Director
Alliance of Canadian Travel
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Ottawa, Ontario
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and Government Services
and Deputy Receiver General
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BC Federation of Agriculture
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Chief Statistician of Canada
Statistics Canada
Ottawa, Canada
K1A 0T6

Statisticien en chef du Canada
Statistique Canada

La même lettre a été envoyée aux
personnes figurant sur la présente
liste.

File copy
Chrono
J. Morin
D.B. Petric
B. Laroch
D. Sewell

Le 23 août 1996

Madame Suzanne Hurtubise
Sous-ministre du Patrimoine canadien
Les Terrasses de la Chaudière
Pièce 12A14
25, rue Eddy
Hull (Québec)
K1A 0M5

Madame,

Par la présente, je désire remercier le
ministère du Patrimoine canadien d'avoir accordé son
appui au Recensement de 1996.

Le 14 mai dernier, Statistique Canada a
demandé à la population canadienne de faire partie de
la 18e photo de famille prise depuis la Confédération.
Comme le recensement constitue la plus importante
source de données sur le Canada et ses habitants, il
est essentiel que tous les gens comprennent bien sa
raison d'être et qu'ils soient prêts à remplir le
questionnaire. Je tiens donc à vous remercier de nous
avoir aidés à accomplir cette énorme tâche.

Statistique Canada entreprend maintenant
l'importante étape du traitement et de l'analyse des
renseignements provenant de quelque 11 millions de
ménages et 300 000 exploitations agricoles. Les
premiers résultats du recensement doivent être diffusés
au printemps de 1997.

J'aimerais de nouveau vous remercier de nous
avoir aidés à promouvoir le Recensement de 1996.

.../2

Canada



- 2 -

Veillez agréer, Madame, l'expression de mes
sentiments les meilleurs.

ORIGINAL SIGNED BY
ORIGINAL SIGNÉ PAR
IVAN P. FELLEGI

Ivan P. Fellegi

Madame Suzanne Hurtubise
Sous-ministre du Patrimoine
canadien
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Same letter sent to the attached list.



Chief Statistician of Canada
Statistics Canada

Statisticien en chef du Canada
Statistique Canada

Ottawa, Canada
K1A 0T6

File copy
Chrono
J. Morin
D.B. Petric
B. Laroché
D. Sewell

September 3, 1996

Mr. Gary Bodez
Registrar
Alberta Registries
9th Floor, Brownlee Building
10365 - 97 Street
Edmonton, Alberta
T5J 3W7

Dear Mr. Bodez:

I would like to extend my appreciation to the Alberta Registries for its active support of the 1996 Census.

On May 14, Statistics Canada asked the country to pause for its 18th family portrait since Confederation. As the most important source of information about Canada and its residents, it is essential that everyone perceive the significance of the Census and be motivated to complete the questionnaire. I thank you for your efforts in helping us accomplish this enormous task.

Statistics Canada has now started the important job of processing and analysing the information received from over 11 million Canadian households and 300,000 farms. The first results of the Census are expected to be released in the Spring of 1997.

Again, many thanks for your assistance in promoting the 1996 Census.

Yours sincerely,

Ivan P. Fellegi

Canada



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City Manager's Office
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Mr. Ron Leonhardt
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Statistics
Canada Statistique
Canada

Ottawa, Canada
K1A 0T6

File copy
D. Sewell
D. Desrosiers

September 13, 1996

Ms. Janet Box
Director General
Communications and Consultations
Environment Canada
Les Terrasses de la Chaudière
27th Floor, North Tower
10 Wellington Street
Hull, Quebec
K1A 0H3

Dear Ms. Box:

On behalf of Statistics Canada, I would like to express my appreciation for your support of the 1996 Census.

The assistance of Environment Canada in promoting the Census among your employees and clients contributed significantly towards the success of the Census.

Statistics Canada has now started the important job of processing and analysing the information received from over 11.2 million Canadian households and 300,000 farms. The first results of the Census will be released in the Spring of 1997.

As Canada begins planning for the next century, there is no doubt that the data from the 1996 Census will form the basis of many important decisions that will affect us all.

Again, many thanks for your cooperation.

Yours sincerely,

Wayne R. Smith
Director
Communications Division

Canada





Statistics
Canada · Statistique
Canada

Ottawa, Canada
K1A 0T6

La même lettre a été envoyée aux
personnes figurant sur la présente
liste.

File copy
D. Sewell
D. Desormeaux

Le 13 septembre 1996

Monsieur Hugues Lacombe
Sous-ministre adjoint, Communications
Développement des ressources humaines Canada
Place du Portage, Phase IV
12^e étage
140, promenade du Portage
Hull (Québec)
K1A 0J9

Monsieur,

Par la présente, je désire vous remercier, au nom de Statistique
Canada, d'avoir apporté votre appui au Recensement de 1996.

La collaboration du ministère du Développement des ressources
humaines en ce qui a trait à la promotion du recensement auprès de son personnel
et de sa clientèle a fortement contribué à son succès. De façon plus spécifique, je
tiens à remercier votre ministère pour l'insertion d'encarts postaux dans les
enveloppes des prestations du Régime de pensions du Canada et de la Sécurité de
la vieillesse ainsi que des cartes d'assurance sociale.

Statistique Canada a maintenant entrepris l'énorme tâche qui
consiste à traiter et à analyser les renseignements reçus de quelque 11,2 millions de
ménages canadiens et 300 000 exploitations agricoles. Les premiers résultats du
recensement seront diffusés au printemps de 1997.

Alors que partout au pays la planification en vue du XXI^e siècle a
débuté, il ne fait aucun doute que les données du Recensement de 1996 serviront
de base à la prise de très nombreuses et importantes décisions, lesquelles
toucheront l'ensemble de la population canadienne.

.../2

Canada



- 2 -

Une fois de plus, je vous remercie de votre précieuse collaboration.

Veillez agréer, Monsieur, l'expression de mes sentiments les
meilleurs.

A handwritten signature in black ink, appearing to read 'Wayne R. Smith', with a stylized, cursive script.

Wayne R. Smith
Directeur
Division des communications



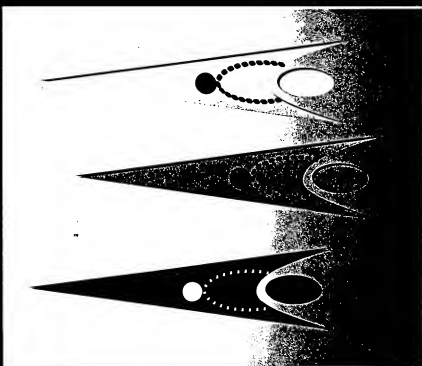
CENSUS • 1996 • RECENSEMENT

To:
À :



Statistique
Canada
Canada

Canada



CENSUS • 1996 • RECENSEMENT



CENSUS RECENSEMENT



March 29, 1996

Marilyn Amendola
Director, Communications
Elections Canada
1595 Telesat Court
Ottawa, Ontario
K1A 0M6

Dear Ms. Amendola:

I am pleased to inform you that the 1996 Census will take place on Tuesday, May 14, 1996. On that date, Statistics Canada will ask the members of 11 million households and operators of 300,000 farms across Canada to complete their Census form and mail it back.

The information collected by the Census of Population and the concurrent Census of Agriculture provides a portrait of the ever-changing face of Canadian society.

I am enclosing some background information on the 1996 Census. If you would like further information about the Census, please contact Francine Lampron, of our census communications team at 951-1194.

Yours sincerely,



Wayne R. Smith
for Director
Communications Division

Enclosure



APPENDIX/APPENDICE 6

1996 CENSUS/RECENSEMENT DE 1996 FEDERAL GOVERNMENT DEPARTMENTS / MINISTÈRES ET ORGANISMES FÉDÉRAUX	
ORGANIZATION / ORGANISME	ACTIVITIES / ACTIVITÉS
Ministères fédéraux	
Agence canadienne de développement international (ACDI)	<ul style="list-style-type: none"> Administration centrale : 20 affiches, 20 calendriers pour les employés, 10 cartes pliantes pour les réceptions, 150 signets pour les clients, message rappelant la journée du recensement envoyé aux 1 200 employés par courrier électronique, 2 articles dans le bulletin des employés <i>Avis administratifs</i> <i>Administrative Notices</i> (1 200 exemplaires).
Administration de la Voie maritime du Saint-Laurent	<ul style="list-style-type: none"> Bureau de Cornwall : 1 affiche, 30 calendriers et 70 signets pour les employés, 3 courts articles avec logo dans bulletin des employés distribués dans tous les bureaux (68 exemplaires). Bureau d'Ottawa : 2 affiches, 1 autocollant de vitrage. Bureau de St-Lambert : responsabilité de notre bureau de Montréal. Bureau de St-Catherines : responsabilité de notre bureau de Toronto.
Affaires étrangères et Commerce international	<ul style="list-style-type: none"> Ambassades : 450 troupes, 1 350 affiches et 4 500 épinglettes envoyées aux ambassades et consulats à travers le monde par le biais des sacs diplomatiques du ministère des Affaires étrangères et du Commerce international. <p>RECOMMANDATION : L'information a été envoyée quelques semaines avant les questionnaires de recensement et de nombreuses ambassades ont téléphoné pour avoir de plus amples détails au sujet des questionnaires. Il est donc recommandé d'envoyer l'information en même temps que les questionnaires de recensement. Il est également recommandé d'envoyer des instructions de dénombrement claires ainsi que le nom et numéro de téléphone d'une personne ressource à la Division de la collecte.</p> <ul style="list-style-type: none"> Ministère : 200 affiches et 200 cartes pliantes pour les bureaux d'Ottawa, 5 000 signets pour les employés, message électronique aux 5 000 employés au Canada et outre-mer, 2 articles avec logo dans bulletin des employés <i>Panorama</i> (5 000 exemplaires). Bureaux des passeports à travers le Canada : 37 000 signets, 120 cartes pliantes et 54 affiches pour les clients. La liste des bureaux de passeports et le matériel demandé nous a été transmis beaucoup trop tard (une semaine avant le recensement). <p>RECOMMANDATION : Il est recommandé d'obtenir la liste quelques mois avant le recensement de façon à pouvoir envoyer le matériel aux différents Bureaux des passeports un à deux mois avant le recensement.</p>
*Affaires indiennes et du Nord Canada	<ul style="list-style-type: none"> Colonne d'exposition dans le hall d'entrée du Ministère. Administration centrale et bureaux régionaux : 20 affiches, 5 cartes pliantes, 20 calendriers, 10 autocollants de vitrage, 5 500 signets et 50 sous-verres, article écrit sur mesure par SC publié dans le bulletin des employés <i>Transition</i> (5 500 exemplaires). <p>RECOMMANDATION : Il est recommandé de communiquer avec ce Ministère avant la tenue du recensement du Nord.</p>

Agriculture Canada	<ul style="list-style-type: none"> • Région de la Capitale nationale : 100 affiches pour les différents bureaux, 30 signets pour les employés, article et logo sur bulletin électronique pour les employés <i>Agri-Source</i> (11 000 employés). • La personne responsable du programme de parrainage du recensement de l'agriculture a également proposer des activités. Il serait bon de consulter son évaluation.
Anciens combattants	<ul style="list-style-type: none"> • Encarts avec chèques d'allocation d'ancien combattant (80,000). • Étant donné que l'administration centrale du Ministère est à Charlottetown, le bureau régional de l'Atlantique était responsable des activités de promotion dans le Ministère.
Banque du Canada	<ul style="list-style-type: none"> • Administration centrale et 8 succursales : 100 calendriers et 200 signets, 3 500 encarts avec les payes des employés et retraités, et utilisation de deux sabots postaux. Aucun article dans bulletin des employés <i>Les Carnets de la banque</i>/<i>Bank Notes</i> (3 000 exemplaires) car l'édition a été retardée en raison d'une réorganisation.
*Bibliothèque du parlement	<ul style="list-style-type: none"> • 20 trousseaux d'information des députés, 14 trousseaux d'information des médias, 40 Coup d'oeil, 200 signets, 30 cartes pliantes, 10 Questions et les raisons, 4 Contenu du questionnaire, 150 affiches. Le matériel a été affiché dans la vitrine de la bibliothèque et le reste a été distribué aux députés et visiteurs.
Citoyenneté et Immigration	<ul style="list-style-type: none"> • Administration centrale et bureaux régionaux : 675 affiches, 1 830 calendriers, 385 cartes pliantes et 3 760 signets. 3 800 encarts glissés avec les cartes de citoyenneté envoyées aux clients, 3 138 Coup d'oeil dans les bureaux régionaux et outre-mer, 6 000 épinglettes pour les Cours de la citoyenneté, 2 900 brochures plilingues pour les bureaux régionaux et outre-mer. Aucun article dans le bulletin des employés <i>Euréka</i> (4 500 exemplaires) car l'édition a été retardée en raison d'une réorganisation.
*Commissaire à la protection de la vie privée	<ul style="list-style-type: none"> • Le Commissaire n'a pas été informé de la tenue du recensement malgré la recommandation de 1991. <p>RECOMMANDATION : Il est recommandé d'envoyer de l'information sur la confidentialité et le respect de la vie privée et le recensement au Commissaire à la protection de la vie privée.</p>
*Commissariat aux langues officielles	<ul style="list-style-type: none"> • Administration centrale : 65 affiches, 100 calendriers, 150 cartes pliantes, 200 signets, 50 autocollants de vitrage, 40 sous-verres, 300 Pleins Feux sur l'avenir (Vol. 10, no.1), 4 articles sur courrier électronique envoyée aux 125 employés. <p>RECOMMANDATION : Il faudrait communiquer avec le Commissariat plus tôt afin qu'un article dans bulletin <i>Info-action</i> destiné aux groupes de minorités linguistiques soit publié.</p>
*Commission de la Capitale nationale	<ul style="list-style-type: none"> • Administration centrale : 25 affiches, 400 signets et 800 encarts pour chèque de paie des employés, article sur le recensement envoyé par courrier électronique à quelques 500 employés. • Centre des visiteurs : 1 affiche et 500 signets pour les visiteurs. <p>RECOMMANDATION : Il faudrait communiquer avec la CCN plus tôt afin qu'un article dans le bulletin des employés (500 à 600 exemplaires) puisse être publié.</p>

Commission de la Fonction publique	<ul style="list-style-type: none"> Administration centrale et bureaux régionaux : 100 affiches, 1 900 signets, 7 calendriers, 200 encarts pour la correspondance en partance du bureau régional du Québec, message électronique envoyé aux 2 000 employés la journée du recensement, article dans bulletin des employés <i>Update</i> <i>Le Point</i> (2 000 exemplaires).
*Commission canadienne des droits de la personne	<ul style="list-style-type: none"> Malgré la recommandation de 1991, la Commission n'a pas été informée de la tenue du recensement. Elle a appelé pour recevoir de l'information générale sur le recensement et les personnes handicapées. Il faudrait donc s'assurer d'envoyer de l'information pertinente à la Commission canadienne des droits de la personne.
Condition féminine Canada	<ul style="list-style-type: none"> 10 affiches, 1 carte pliante, mention de la question sur le travail non rémunéré dans les discours de la Ministre sur l'évolution de la femme. Aucun article dans le bulletin des employés <i>Perspectives</i> (11 000 exemplaires) car changement de ministre et autres retards.
Conseil national de recherches du Canada	<ul style="list-style-type: none"> 1 affiche, mais aucun article dans le bulletin d'information <i>Sphère</i> <i>Sphere</i> (3 300 exemplaires) car la publication a été retardée. Très peu de coopération. RECOMMANDATION : Une lettre devrait être envoyée au président du Conseil pour avoir son appui.
Défense nationale	<ul style="list-style-type: none"> Bases militaires : 2 trousse d'information ont été envoyées aux 88 bases militaires au Canada et aux 15 bases outre-mer. Ministère : logo et article dans l'édition de mars, logo et article dans l'édition d'avril du bulletin d'information officiel <i>Question de défense</i> <i>Defence Matters</i> (27 000 exemplaires). <p>REMARQUE : Très peu a été fait à l'administration centrale.</p> <ul style="list-style-type: none"> Base militaire de Petawawa : article dans bulletin d'information. (600 exemplaires dont 400 pour la Bosnie).
Développement des ressources humaines	<ul style="list-style-type: none"> Centres d'emploi du Canada : Une lettre avec trois affiches ont été envoyées aux 425 Centres d'emploi du Canada. Le logo avec un court texte dans l'édition de février-mars, le logo avec un court texte et un article dans l'édition d'avril-mai de <i>Zoom</i> (27 000 exemplaires). 1,8 million d'encarts envoyés avec les chèques du Régime de pension du Canada et 1,8 million d'encarts avec les Prestations de sécurité de vieillesse. Article sur le recensement de l'agriculture dans <i>Le développement des collectivités ... en bref</i> <i>Community Development Notes</i> (5 000 exemplaires). 225 000 encarts envoyés à travers le Canada avec les cartes d'assurance sociale. Le Secrétariat à la condition des personnes handicapées a fourni une liste des bulletins d'information des différentes associations pour handicapées au Canada. Le Secrétariat a également établi un lien entre leur site et notre page sur Internet.
Élections Canada	<ul style="list-style-type: none"> Lettre et trousse d'information générale du directeur des communications envoyées au directeur des communications d'Élections Canada. 25 trousse d'information envoyées pour les employés en raison de la tenue d'un recensement d'Élections Canada dans Hamilton Est en Ontario.

Énergie atomique du Canada	<ul style="list-style-type: none"> • Court texte dans le bulletin des employés <i>Transitions</i> '96 (4 000 exemplaires au Canada et outre-mer). • En raison d'une rationalisation du personnel et d'une réorganisation majeure, EACL a décidé de publier un simple rappel, sans plus.
Environnement Canada	<ul style="list-style-type: none"> • Logo sur calendrier : Aucun calendrier publié par Environnement Canada en 1996. • Promotion du recensement sur les réponders téléphoniques : projet beaucoup trop coûteux. • Administration centrale et bureaux régionaux : 30 affiches, 20 calendriers pour les employés, article dans Let's Talk Green Parlons vert (5 000 exemplaires).
*Gare d'Ottawa	<ul style="list-style-type: none"> • Bannière et colonne d'exposition dans la gare.
Gendarmerie royale du Canada	<ul style="list-style-type: none"> • Trousses d'information envoyées aux 950 détachements de la GRC à travers le Canada avec affiches et cartes pliantes. • Administration centrale : 20 affiches, 10 calendriers, 500 signets, 50 sous-verres pour les bureaux, 5 cartes pliantes, 200 Coup d'oeil pour les visiteurs, article et logo dans <i>La Gazette</i> <i>The Gazette</i> (7 000 exemplaires), article et logo dans le bulletin des employés <i>The Pony Express</i> (6 000 exemplaires), article et 2 logos publiés dans <i>La Trimestrielle</i> <i>The Quarterly</i> (20 000 exemplaires).
Industrie Canada	<ul style="list-style-type: none"> • Ministère peu intéressé à coopérer. Situation semblable en 1991. Du matériel a été distribué grâce à des contacts personnels. • Administration centrale seulement : 1 000 calendriers pour les employés, 400 signets pour la bibliothèque, 180 sous-verres, 5 affiches, 2 cartes pliantes, 25 autocollants de vitrage. Article dans le bulletin des employés <i>Argus</i> (6 000 exemplaires) • Aucune activité dans les régions. • 268 000 encarts avec renouvellement des licences radio au Canada.
Justice Canada	<ul style="list-style-type: none"> • Administration centrale et 11 bureaux régionaux : 70 affiches, 500 calendriers, 300 autocollants de vitrage, 3 000 signets pour les employés, 100 sous-verres. • Aucun article dans édition de mars-avril du bulletin des employés <i>Interpares</i> (3 000 exemplaires) car édition a été suspendue pendant cette période.
Patrimoine canadien	<ul style="list-style-type: none"> • 100 affiches, 100 calendriers, 100 signets et 50 sous-verres, 15 questions et raisons, article et logo dans le bulletin des employés <i>Horizon</i> (5 000 exemplaires), logo imprimé sur enveloppes et papier à lettre du Ministère (350 000). • Article écrit sur mesure par SC dans le bulletin <i>Langue officielle en situation minoritaire</i> 41-42 (1 500 exemplaires).
Pêches et Océans	<ul style="list-style-type: none"> • Administration centrale seulement : 2 012 affiches, 1 000 calendriers, 12 cartes pliantes, 10 autocollants de vitrage, 2 000 signets, 200 Coup d'oeil, pour les bureaux d'Ottawa seulement. Le Ministère a préféré que nos bureaux régionaux communiquent avec leurs bureaux régionaux et locaux. Article dans bulletin des employés <i>Pisces</i> (12 000 exemplaires), sabot postal, message électronique aux 12 000 employés leur rappelant la venue du recensement.

Société canadienne des postes	<ul style="list-style-type: none"> Bureaux de poste : affiche spéciale avec le numéro sans frais dans les 8 800 bureaux de poste au Canada. <p>SUGGESTION : Il est suggéré d'offrir au public des signets semblables à l'affiche avec le numéro sans frais, dans des présentoirs en carton conçus pour les bureaux de poste. Les gens pourraient avoir accès plus facilement au numéro sans frais.</p> <ul style="list-style-type: none"> Bureaux à Ottawa : 120 affiches, 200 calendriers, 50 cartes pliantes, 50 sous-verres, article dans le bulletin des employés <i>Performance</i> (65 000 exemplaires) avec en prix 1 000 tasses en plastique, 1 000 épinglettes et 1 000 signets. <p>NOTE : SC a fait faire des tasses du recensement en plastique spécialement pour la Société canadienne des postes car les tasses en céramique étaient beaucoup trop fragiles pour être envoyées par la poste.</p> <ul style="list-style-type: none"> Encarts avec paye de 54 000 employés (possibilité de 65 000 employés). 36 troupes d'information générale pour les employés du service à la clientèle. <p>RECOMMANDATION : La Société canadienne des postes a obtenu un important contrat de SC pour le retour des questionnaires de recensement, et cherchait surtout à utiliser le matériel de promotion pour encourager ses employés à bien effectuer le travail relié au contrat. Il a donc été difficile de mettre en oeuvre différentes activités reliées au programme de parrainage. De plus, le bulletin des employés <i>Performance</i> n'a pas vraiment fait tirer les prix fournis par SC (tasses, épinglettes et signets). Le bulletin a remis les prix aux 1 000 premières personnes qui en faisaient la demande. Nous avions accepté de fournir des prix à la condition qu'il y ait un concours de sorte que le ministère ne soit pas perçu, en temps de réductions budgétaires, comme le Père Noël. Il est recommandé d'exiger une confirmation écrite de la Société à l'effet que les prix seront non pas distribués aux employés mais devront être gagnés. Il est également recommandé que SC approuve la question à laquelle les participants devront répondre pour gagner un prix.</p>
Protection civile Canada	<ul style="list-style-type: none"> Administration centrale et bureaux régionaux : 14 affiches, 10 calendriers, 150 signets, et logo dans <i>Emergency Preparedness Digest</i> <i>Revue de la protection civile</i> (3 000 exemplaires).
Renseignements Canada	<ul style="list-style-type: none"> Matériel d'information envoyé. Plusieurs discussions avec le gestionnaire de la ligne sans frais de Renseignements Canada afin de fournir des renseignements sur le recensement.
Ressources naturelles Canada	<ul style="list-style-type: none"> Administration centrale et bureaux régionaux : 250 affiches, 5 calendriers, 2 300 signets, message du sous-ministre envoyé par courrier électronique aux 5 000 employés, mention dans l'édition de février-mars et article dans l'édition d'avril-mai du bulletin des employés <i>La Source</i> <i>The Source</i> (5 000).

Revenu Canada, Accise, Douanes et Impôt	<ul style="list-style-type: none"> Administration centrale et bureaux régionaux : 1 000 affiches, 1 000 cartes pliantes, message du sous-ministre aux 22 000 employés qui ont accès au courrier électronique, logo et article écrit sur mesure par Revenu Canada dans l'édition de décembre et logo dans l'édition de janvier du bulletin des employés <i>Interaction</i> (40 000), logo dans <i>The Excise GST News L'accise Nouvelles ...</i> (1,7 millions exemplaires). 1,5 million encarts avec prestations fiscales pour enfants et 8 millions encarts avec crédits de la TPS. <p>NOTE : Revenu Canada a offert d'envoyer des encarts du recensement avec les factures et retours d'impôt mais SC a refusé en raison de la connotation négative des impôts auprès des contribuables canadiens. SC ne voulait tout simplement pas associé le recensement au paiement des impôts.</p>
Santé Canada	<ul style="list-style-type: none"> Administration centrale et les bureaux régionaux : 325 affiches pour l'entrée et chaque étage des immeubles, 1 000 calendriers pour les employés, 100 cartes pliantes pour les cafétérias et bureaux, 2 200 signets dans les publications données aux clients, court message électronique aux employés (6 000 employés), logo et article dans bulletin des employés <i>Intracom</i> (7 000 exemplaires), 2 sabots postaux pour la correspondance en partance d'Ottawa. Conseil consultatif national sur le troisième âge : Feuille d'information glissée dans le bulletin <i>Expression</i> destiné aux personnes âgées, universitaires en gérontologie, associations nationales, provinciales et communautaires de personnes âgées (5 000 exemplaires). Article sur mesure écrit par SC n'est pas paru dans <i>Info échange Senior's Info Exchange</i> destiné aux personnes âgées car bulletin n'a pas été publié depuis printemps 1995 (15 000 exemplaires).
Société canadienne d'hypothèques et de logement	<ul style="list-style-type: none"> 100 affiches pour les bureaux à Ottawa, les 5 bureaux régionaux et les 30 bureaux affiliés, 500 signets pour la bibliothèque et les clients, court message du président envoyé aux 3 000 employés par courrier électronique dans le Bulletin des ressources humaines, affiche reproduite dans bulletin des employés <i>Perspectives</i> (4 000 exemplaires).
Solliciteur général	<ul style="list-style-type: none"> Administration centrale : 10 affiches et rappel de la venue du recensement précédé d'une note du sous-ministre envoyé aux 200 employés par courrier électronique.
Service correctionnel	<ul style="list-style-type: none"> Article écrit sur mesure par SC dans bulletin des employés <i>Entre nous Let's Talk</i> (10 000 exemplaires). Le Service correctionnel nous a fourni un Annuaire des installations nationales que nous avons transmis aux régions. Le Commissaire a écrit une lettre à ses institutions les prévenant de la venue du recensement. Malheureusement, la lettre comportait des omissions, et une note de clarification a été envoyée aux institutions. <p>RECOMMANDATION : Il est recommandé que SC élabore la lettre pour le Service correctionnel.</p>

Transports Canada	<ul style="list-style-type: none"> Administration centrale et 7 bureaux régionaux : 300 affiches, 300 calendriers, 150 cartes pliantes, 150 autocollants de vitrage, 5 000 signets et 50 sous-verres. Message du sous-ministre aux 12 000 employés, logo et article écrit sur mesure par SC dans bulletin des employés <i>TC Express</i> (12 000 exemplaires), sabot postal pour la correspondance en partance d'Ottawa et une colonne d'exposition dans le hall d'entrée des bureaux de l'administration centrale à Ottawa. Institut de formation de Cornwall : 4 affiches, 1 000 signets, 2 cartes pliantes, pour les clients. Aéroport d'Ottawa : First Air a accepté de distribuer des encarts dans les payes des 800 employés au Canada. 100 calendriers pour les employés et bureaux, 20 cartes pliantes sur les comptoirs des compagnies, 2 000 autocollants de vitrage pour les employés stationnant à l'aéroport, 2 000 signets pour les 2 librairies, 2 000 sous-verres pour les 2 bars, et un article avec le logo dans le bulletin des employés <i>Aeronote</i> (125 exemplaires) et le logo dans <i>Aero brief</i> destiné aux gens d'affaires (1 500 exemplaires); kiosque avec affiches et brochures Coup d'oeil et brochures plurilingues; bannière en haut de l'escalier roulant.
Travaux publics et Services gouvernementaux	<ul style="list-style-type: none"> Administration centrale : 36 affiches, 510 calendriers, 50 cartes pliantes, 250 signets et 50 sous-verres pour les bibliothèques et bureaux d'Ottawa. Message électronique du sous-ministre aux 16 000 employés. Article dans le bulletin des employés <i>Ensemble</i> (16 000 exemplaires), bannière sur la Phase III de la Place du Portage à Hull. Logo sur la première page de l'annuaire téléphonique électronique du gouvernement. 274 000 encarts dans les payes ou relevés de paye des employés du gouvernement fédéral.
Divers	<ul style="list-style-type: none"> 400 calendriers remis aux participants du gouvernement fédéral à une Conférence organisé par le Conseil du trésor.
Musées	
*Monnaie royale canadienne	<ul style="list-style-type: none"> 15 affiches et 30 cartes pliantes pour musée à Ottawa et celui de Winnipeg.
*Musée des Beaux-Arts	<ul style="list-style-type: none"> 300 cartes pliantes pour comptoirs et 1 300 signets distribués aux employés et au public.
*Musée canadien des civilisations	<ul style="list-style-type: none"> 3 000 signets distribués au public, 10 affiches, 2 cartes pliantes. Article sur le bulletin des employés électronique <i>Clic Info</i> (540 lecteurs) et note concernant le recensement sur la page du musée sur Freenet.
*Musée canadien de la guerre	<ul style="list-style-type: none"> Ce musée est associé au Musée canadien des civilisations. 5 affiches, 5 cartes pliantes, 4 autocollants de vitrage, 200 signets pour les employés et les clients, et 10 sous-verres.
*Musée canadien de la nature	<ul style="list-style-type: none"> 3 affiches, 2 100 signets pour le public, 2 cartes pliantes, 275 encarts insérés dans la paye des employés.
*Musée national de l'aviation	<ul style="list-style-type: none"> 8 affiches, 5 cartes pliantes, 1 000 signets pour les visiteurs, 20 épinglettes et un message du recensement sur le tableau électronique.
*Musée national des sciences et de la technologie et Musée de l'agriculture	<ul style="list-style-type: none"> 50 000 signets pour les visiteurs des 2 musées et 2 000 encarts glissés dans envoi fait aux membres du Musée des sciences et de la technologie.

APPENDIX/APPENDICE 7

The following items were included in the information kits that were sent to most government departments.

- Newsletter (federal government)
- Repro Sheet
- One insert (after they became available)
- General article (Everyone Counts in the Census)
- Focus for the Future (History)
- Materials Order Form

In some cases, such as the Post Office, the kits were customized with articles, quizzes etc.



RECENSEMENT CENSUS

Briefing Notes for the Human Rights Commission

April 3, 1996

1. Types of Assistance Available to the Respondent

Census Help Line

This is a toll-free, multilingual service which will operate between 9 a.m. and 9 p.m. from May 9 through May 17, 1996. Telephone assistance for the hearing impaired is also available.

Help Centres

Help Centres are established in major urban centres to respond to public inquiries about the Census and in particular, to assist persons in completing their questionnaires. Help Centres are commonly located in visible and accessible locations such as shopping malls and community centres.

Staff Training

Field and help line staff are trained to be sensitive to a variety of special respondent needs, such as those related to visual, physical or mental disabilities, illiteracy or language.

Alternative Formats

Questions:

To assist people whose first language is neither English nor French, the census questions have been translated into 49 other languages including 12 Aboriginal languages.

Copies of the questions have also been produced in large print, audio-cassette and Braille.

Questionnaires:

Respondents can request the census questionnaire in large print or electronic (diskette) formats. These are available to only those persons whose visual or physical impairment prohibits the use of the usual format.

.../2

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2. Determining Alternative Formats

The 1996 Census is the first census in which questionnaires in alternative formats are available.

In 1996 as in previous censuses, questions are available in alternate formats only as reference tools. These formats are outlined by Treasury Board in their Alternative Format Policy. Languages are determined using census data and recent immigration data and focuses on population groups who are unable to read English or French.

Prior to each census, quantitative and qualitative testing is done to minimize response burden. Many aspects of the census questionnaire are tested such as the layout and the content of the questions. For the 1996 Census, issues such as the colour of the forms and the type and size of script have been taken into consideration in developing the questionnaires. In addition, as Census Day approaches, national and regional ethnic groups, literacy groups, seniors' organizations and associations for persons with disabilities are contacted to increase awareness among their constituencies that the Census is May 14. These organizations provide Statistics Canada with valuable support by using existing communications vehicles to disseminate the census message to their clients, their members and the public.

3. Determining the Needs of Respondents

Since Statistics Canada does not make assumptions about an individual's ability to complete his/her census questionnaire, nor can Statistics Canada impose help upon any individual, it is the responsibility of the respondent to request additional assistance.

4. Collective Dwellings

Persons who live in an institutional collective dwelling are enumerated through administrative records. Persons living in a non-institutional collective dwelling are self-enumerated. Again, it is the responsibility of the individual to indicate that he/she wishes to complete their questionnaire in an alternative format.

5. Advertising

During the national advertising campaign, radio advertising will carry the message that census forms are available in alternate formats by calling the toll-free Census Help Line.

All print advertising appearing after May 14 (70% of the advertising budget) includes the help line number.

Information Included in Kit:

F-12	English / French	Census Questions Available in Many Formats
F-42	English / French	Questions and Answers about the 1996 Census of Canada
F-38	English / French	Developing the Census Questions
F-66	English / French	May 14 is Census Day (<i>large print information sheet</i>)

No-word poster

"Place Mat"

Booklet

Questions and Reasons Why Questions are Asked.

Minister Responsible for
Statistics Canada



Ministre responsable de
Statistique Canada

SEP 21 1995

The Honourable Wayne D. Cheverie, Q.C., M.L.A.
Minister of the Provincial Treasury
Government of Prince Edward Island
95 Rochford Street
2nd Floor
Post Office Box 2000
Charlottetown, Prince Edward Island
C1A 7N8

Dear Mr. Cheverie:

I am pleased to inform you that the next Census of Population and concurrent Census of Agriculture will be held on Tuesday, May 14, 1996. Statistics Canada will enumerate more than 11 million households, including an expected 48 thousand in Prince Edward Island. I am writing to enlist your cooperation in bringing the Census message to the people of Prince Edward Island.

Full public participation is essential to the success of the Census. Experience has shown that a strong public communications program, designed to create awareness about the Census and inform respondents about the importance of completing their questionnaire, plays a vital role in ensuring that the Census is complete and accurate.

Statistics Canada would like to work closely with officials in your province in spreading the Census message so that all residents of Prince Edward Island know the purpose of the Census and are motivated to complete their questionnaire. This would help ensure a complete count of Prince Edward Island's population.

To facilitate your province's involvement in the 1996 Census, I would be most grateful if you could name a coordinator to meet with Statistics Canada officials to discuss various approaches to promoting the Census. Mr. John Palmer, Director of Economics, Department of the Provincial Treasury, is Prince Edward Island's

.../2

Statistical Focal Point in its relations with Statistics Canada, and from Statistics Canada's point of view would be a most welcome coordinator. Mr. Palmer is well acquainted with the Census and could make an important contribution to its public information campaign.

I hope that I can count on your support in making the 1996 Census a success and look forward to hearing from you in this regard.

Yours very truly,

ORIGINAL SIGNED BY
ORIGINAL SIGNED RAR

John Manley



SEP 21 1996

L'honorable Jean Campeau
Ministre des Finances
Gouvernement du Québec
12, rue St-Louis
Québec (Québec)
G1R 5L3

Monsieur le Ministre,

Il me fait plaisir de vous informer que les recensements de la population et de l'agriculture auront lieu le mardi 14 mai 1996. À cette occasion, Statistique Canada sera appelé à dénombrer plus de 11 millions de ménages, dont quelque 2,9 millions au Québec. Je voudrais donc solliciter votre collaboration afin de sensibiliser les Québécois et les Québécoises à l'importance de leur participation au recensement.

Lors des recensements antérieurs, le programme d'information publique mis en place s'est avéré fort efficace. Ce programme d'information publique est conçu de façon à sensibiliser la population à l'importance du recensement et au fait que la participation active des citoyens est essentielle au succès de l'opération. Statistique Canada s'est traditionnellement allié aux gouvernements provinciaux afin d'assurer une diffusion efficace du message de participation au recensement.

Afin de concrétiser cette collaboration, Statistique Canada a, par le passé, pu compter sur l'apport de porte-parole désignés par les gouvernements provinciaux. À ce titre, monsieur Luc Bessette, directeur général du Bureau de la statistique du Québec, a joué un rôle de premier plan et je puis vous assurer que Statistique Canada souhaite poursuivre cette collaboration.

Je me permets donc de solliciter votre appui à l'occasion du Recensement de 1996 en vous demandant de désigner un porte-parole et vous prie d'agréer, monsieur le Ministre, l'expression de mes sentiments les plus distingués.

ORIGINAL SIGNED BY
ORIGINAL SIGNÉ PAR

John Manley



THE PREMIER
GOVERNMENT OF
NEWFOUNDLAND AND LABRADOR

**Statement of Support
1996 Census**

On May 14, 1996, Canadians will take part in the country's 18th Census since Confederation - 330 years after the first census was taken in New France. Between May 6 and May 11, census representatives will deliver questionnaires to over 200,000 households in Newfoundland.

The census collects information about every man, woman and child in Canada. The answers from each census form are combined to create statistical profiles of age groups, communities and other topics of interest. The completed forms are kept strictly confidential; only Statistics Canada employees - sworn to secrecy - can see completed forms.

Census results are important to Canada and particularly important to the Province of Newfoundland. Funding formulas for major federal transfer payments to provinces are based in part on population counts. Every person not counted in the census will result in lost dollars to the province, and, therefore, lower funding for essential programs.

In addition, this province uses census information in planning and monitoring programs in such areas as health care, education and income assistance. Answers to questions about age, language, housing, education, occupation and ethnic heritage will provide valuable insight into our country and our province. Results from the Census of Agriculture, to be carried out at the same time as the Census of Population, are also used in a variety of federal and provincial crop, livestock and land management programs.

As Premier of Newfoundland, I want to emphasize the importance of the 1996 Canadian Census to the province and I urge all residents of Newfoundland to count themselves in on May 14th.

A handwritten signature in black ink, appearing to read 'Clyde K. Wells'.

Clyde K. Wells



STATEMENT BY THE PREMIER REGARDING THE 1996 CENSUS

On May 14, 1996, Canadians will take part in the country's 18th census since Confederation -- 300 years after the first census was taken in New France. Between May 6 and May 11, census enumerators will deliver questionnaires to over 326,000 households in Nova Scotia.

The census collects information about every man, woman, and child in Canada. The answers from each census form are combined to create statistical profiles of age groups, communities, and other topics of interest. The completed forms are kept strictly confidential; only Statistics Canada employees--sworn to secrecy--can see completed forms.

Census results are important to Canada and especially important to the Province of Nova Scotia. Funding formulas for major federal transfer payments to provinces are based in part on population counts. Every person not counted in the census could result in lost dollars to the province and, therefore, lower funding for essential programs.

In addition, this province uses census information in planning and monitoring programs in such areas as health care, education, and income assistance. Answers to questions about age, language, housing, education, occupation, and ethnic heritage will provide valuable insight into our country and our province. Results from the Census of Agriculture, to be carried out at the same time as the Census of Population, are also used in a variety of federal and provincial crop, livestock, and land management programs.

As Premier of Nova Scotia, I want to emphasize the importance of the 1996 Census of Canada to the province and I urge every resident of Nova Scotia to count themselves in on May 14th.

A handwritten signature in dark ink, appearing to read "John Savage".

John Savage
Premier of Nova Scotia

New Nouveau Brunswick

STATEMENT OF SUPPORT THE 1996 CENSUS

On May 14, 1996, Canadians will take part in the country's 18th census since Confederation – 330 years after the first census was taken in New France. Between May 6 and May 11, census representatives will deliver questionnaires to over 260,000 households in New Brunswick.

The census collects information about every man, woman and child in Canada. The answers from each census form are combined to create statistical profiles of age groups, communities and other topics of interest. The completed forms are kept strictly confidential; only Statistics Canada employees – sworn to secrecy – can see completed forms.

Census results are important to Canada and particularly important to the Province of New Brunswick. Funding formulas for major federal transfer payments to provinces are based in part on population counts. Every person not counted in the census will result in lost dollars to the province and, therefore, lower funding for essential programs.

In addition, this province uses census information in planning and monitoring programs in such areas as health care, education and income assistance. Answers to questions about age, language, housing, education, occupation and ethnic heritage will provide valuable insight into our country and our province. Results from the Census of Agriculture, to be carried out at the same time as the Census of Population, are also used in a variety of federal and provincial crop, livestock and land management programs.

As premier of New Brunswick, I want to emphasize the importance of the 1996 Canadian Census to the province and I urge all residents of New Brunswick to count themselves in on May the 14th.

DÉCLARATION LE RECENSEMENT DE 1996

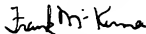
Le 14 mai 1996, les Canadiens participeront au 18^e recensement du pays depuis la Confédération, 330 ans après le premier recensement qui a eu lieu en Nouvelle-France. Du 6 au 11 mai, les recenseurs distribueront des questionnaires dans plus de 260 000 foyers du Nouveau-Brunswick.

Le recensement recueille des données sur tous les hommes, toutes les femmes et tous les enfants du Canada. Les renseignements fournis dans les formulaires de recensement sont compilés afin d'établir des profils statistiques des groupes d'âges, des collectivités et d'autres sujets d'intérêt. Les questionnaires remplis sont strictement confidentiels; seuls les employés de Statistique Canada, qui sont tenus au secret sous la foi du serment, peuvent les consulter.

Les données du recensement revêtent une grande importance pour le Canada et particulièrement pour le Nouveau-Brunswick, car les calculs relatifs aux principaux paiements de transfert du gouvernement fédéral sont en partie établis en fonction de la population. Donc, le fait de ne pas recenser une personne entraînera des pertes d'argent pour la province et, en conséquence, le gouvernement aura moins d'argent pour financer les programmes essentiels.

En outre, notre province se sert des données du recensement pour planifier et assurer le suivi de programmes dans les secteurs de la santé, de l'éducation et de l'aide au revenu. Les réponses aux questions sur l'âge, la langue, le logement, la scolarité, le travail et l'origine ethnique fourniront de précieux renseignements sur notre pays et notre province. Les résultats du Recensement de l'agriculture, qui sera effectué au même moment que le Recensement de la population, sont également utilisés lors de l'établissement de différents programmes en matière de culture, d'élevage du bétail et de gestion des terres agricoles.

En tant que premier ministre du Nouveau-Brunswick, je tiens à souligner l'importance que revêt, pour la province, le Recensement du Canada de 1996. Je recommande donc à tous les résidents du Nouveau-Brunswick de participer au recensement le 14 mai.



Frank McKenna
Premier / Premier ministre

Education Program

The education component concentrated on teaching and informing students about all aspects of the census. A 1996 Census Teacher's Kit, based on the successful 1991 Kit, was developed to promote the 1996 Census as a special event and to provide information on why we do a census, how a census is conducted and how the data are used. It was distributed to approximately 12,000 educators across the country by request only. Due to its popularity, requests were still arriving in February 1997; the decision was made to put it on the Statistics Canada Internet site to make it easier for teachers to access.

Eight activities were developed. All were classroom tested in English and French by teachers across the country. All of the materials necessary to complete an activity, including charts, tables and data, were included with the activity. Activities for ESL and FSL classes were also developed. These components were very important because many students who speak, read and understand English or French better than their parents were the ones completing the census form.

An Adult Basic Education activity was also produced. It was used by many teachers in the adult second language classes in 1996 to alleviate any fear that students had about the census. It was also popular with literacy groups and was put on the National Literacy Association Internet site to ensure wide-spread distribution.

1.0 1996 Teachers' Activities

The 1996 Kit was based on a similar project undertaken during the 1991 Census. The *1996 Census Teacher's Kit* consisted of eight classroom activities which dealt with a selection of census-related topics. In order to be relevant across a broad spectrum, activities were designed for four levels: junior elementary, senior elementary, junior high, and secondary. As well, two of the activities were aimed at second-language (ESL/FSL) classes. In addition to the activities, the kit contained an introductory letter, a teacher's guide, an 8 ½ by 11 inch stylized poster of Canada, and a copy of *Canada at a Glance*, a small booklet containing a variety of Canadian demographic, social and economic statistics. Appendix 1 outlines details of each activity.

1.1 Objective

The objectives of the kit were to:

- heighten awareness of the 1996 Census among teachers and students
- increase their understanding of the importance of census data in our communities.

It was also expected that as a by-product many students would carry the census message home to their parents. In some cases, students may have completed the census form for their household if their parents had either literacy difficulties or language problems in both of the official languages.

1.2 Method

Over the course of the project, Census Communications staff worked closely with Peter MacLeod, a teacher at Philemon Wright High School in Hull. Mr. MacLeod had also worked on the preparation of the *1991 Census Teacher's Kit* and the *1991 Census Results Teacher's Kit*. Mr. MacLeod made suggestions for revising some of the 1991 Census material and was responsible for arranging classroom testing of the activities in both English and French in schools across Canada. In 1991 activities had been tested only in English and only in the Ottawa-Hull area.

1.3 Timing

The bulk of the revision, editing, and production work was carried out by Census Communications staff between October and December 1995. To ensure that each activity was suitable for classroom use, the content of each 1991 Census activity was reviewed, revised, and updated with the latest information from the 1991 Census. After this step was completed, the activities went through editorial and translation processes, and were formatted in-house. Materials were classroom-tested in English and French at the end of November, revisions were incorporated in December, and the final kit was sent to print in early January 1996.

1.4 Benefits

Since most of the content elements of the kit had already been used successfully during the 1991 Census, less time was required on the part of Census Communications and subject matter staff to update the activities. Relations with the outside educator and Census Communications staff were well established. Also, since the production was handled completely within Communications Division, it was easy to coordinate editing changes between the editor, translator, and the desktop publisher. As a result, the process moved much more smoothly and quickly than it had in 1991.

1.5 Constraints

There was the inevitable rush leading up to deadlines. In this regard, it should be pointed out that although for various reasons it is not always possible, it is good procedure at the final stages of production to keep content changes to a minimum. Last minute changes must go through the same editing, proofreading, production and translation channels as earlier ones. This not only slows down the process at this last stage, but also increases the possibility of introducing new errors into both French and English copy.

1.6 Promotion

In the 1991 Census, the Kit was sent to the principal or librarian of every one of the 16,000 schools in Canada. In 1996, however, the distribution method was changed. Our evaluation after the 1991 Census indicated that many of the Kits did not get used by teachers but rather remained in principals' offices or libraries. Since the window for use of the kits is very tight, we could not afford from either a financial or a public relations viewpoint, to have this occur again in 1996.

As a result, it was decided to send the kit only to those who requested it or to those who had been using 1991 materials. A flyer (Appendix 2) was prepared by Head Office and sent to the regional offices to aid in their promotional activities. Information about the kit was available to educators as a result of promotional efforts undertaken by head office and regional office personnel. Information about the Kit was available from a variety of promotional efforts undertaken by the regional offices.

1.6.1 Head Office

A copy of the kit was sent to all names on the *1991 Census Results Kit* mailing list. An article on the kit was printed in the fall issue of *Educator's Update*. As well, school boards and community education programs in the centralized edit area were contacted by phone and a follow-up sample kit with the flyer was mailed to them.

1.6.2 Atlantic Region

The Atlantic office sent out the teacher's kit flyer to all schools in the Atlantic region. They also provided 1,500 copies of the flyer at the National Council of Teacher's Conference in St. John's held in early October. Educational organizations, including Newfoundland, Nova Scotia and New Brunswick teachers' associations were contacted and printed announcements about the kit.

1.6.3 Quebec Region

The kit was not promoted in Quebec. All material to be circulated to schools or directly to teachers must have prior approval from the Quebec Ministry of Education. Therefore, any orders for the kit received from Quebec were as a result of the national promotional program.

1.6.4 Ontario Region

The Ontario region adapted the flyer and sent it to the Ontario Teachers' Federation (OTF), which included it in an "all schools mail-out" of flyers of educational interest. The OTF mailing list included 6,200 schools.

1.6.5 Prairie Region

The Prairie region sent a census materials order form to every school in Manitoba, Saskatchewan, Alberta and the Northwest Territories. Anyone who returned this form was automatically sent a teacher's kit through Head Office. The kit was also advertised in provincial education association newsletters.

Schools in the Northwest Territories that used Inuktituk also received a copy of the census questions translated into Inuktituk.

1.6.6 Pacific Region

The Pacific region sent out a promotional package to 1,657 public, 277 private, 92 band-operated and 9 distant education schools. Mailing list labels were supplied from the Ministry of Education. The package included a two-sided, bilingual letter to the principal, an order form and an adaptation of the flyer. Articles about the kit were printed in the B.C. Ministry of Education's and the B.C. Teachers' Federation's monthly publications. Thank-you post cards were mailed in June to people who had ordered teacher's kits.

1.7 Distribution

After the kit was returned from the printer at the end of January, it was mailed to all names on the 1991 Census Results Teacher's Kit mailing list (approximately 2,500). In addition, all orders resulting from regional promotional efforts were filled by Ottawa. Approximately 13,000 copies (10,800 English/2,840 French) of the kit were distributed.

2.0 Adult Basic Learning

This activity was developed by the Pacific region for the 1991 Census with considerable input from literacy and seniors' groups. It was updated for the 1996 Census in respect to appearance and formatting since the majority of materials were determined to be still relevant. Again literacy and seniors' groups were consulted. It was also decided during planning to have the Quebec region adapt the French rather than using a translation so that the language would be better suited to the target groups.

All of the regions used this activity. It was featured in the canned footage developed by Ottawa and Ontario provided copies to secondary schools in the downtown core of Toronto. All regions, including centralized edit, used it with literacy and immigrant groups. It was popular in classrooms and the National Literacy Association put it on its Internet site.

3.0 Recommendations

- Consider using the Internet rather than paper copies for 2001 for classroom activities and adult learning activities.
- Classroom activities will need to be revisited in 2001 for content and educational relevance.
- We should continue to use the expertise of an outside professional educator.
- Include an e-mail address on the activities as a feedback mechanism. At the end of May, conduct a follow-up telephone survey of a percentage of those who were sent the kit. Teachers will still be in school at that time and the kit still fresh in their minds.
- The format of the activities should be changed to reflect any new styles in design and typesetting.
- If kits are printed, have printing completed by October 1, 2000, to allow more time for distribution to individual teachers.
- Activities should continue to be classroom-tested in English and French across Canada.

1996 Census Teacher's Kit

TABLE OF CONTENTS

ACTIVITY	SUGGESTED GRADE LEVEL	SUGGESTED NUMBER OF CLASSES	DESCRIPTION
1. Taking a Census	Junior elementary	1	Students learn what the census is and roleplay the census process by counting the people in their households.
2. Add! Don't Subtract	Senior elementary	2	Students learn the concepts of complete count and undercount, interpret a map, summarize data, and make decisions.
3. Important Decisions Don't Just Happen	Junior high	1 - 2	Students gain hands-on experience using census-like data as a basis for decisions about community services and businesses.
4. That's Easy for You to Say!	Secondary	2 - 10	Students study the process of designing, conducting and analyzing the results of a survey and have the option of carrying out a survey project.
5. Agriculture at a Glance	Junior high	2	After examining trends identified through the Census of Agriculture, students will create a play where they assume the roles of a farm family in transition.
6. ESL Activity — Where Do We Come From?	Junior high	2	Students gain an understanding of the multicultural nature of Canadian society by examining the cultural diversity present within their classroom.
7. ESL Activity — Our Multicultural Heritage	Secondary	1	Students learn how the census collects information on the various ethnic groups who have immigrated to Canada.
8. Geography — Using Your Census	Junior high	1	Students participate in a game designed to help them understand the range of demographic information provided by the census.

Guide de l'enseignant sur le Recensement de 1996

Table des matières

ACTIVITÉ	NIVEAUX SUGGÉRÉS	NOMBRE DE PÉRIODES	DESCRIPTION
1. Réaliser un recensement	1 ^{er} cycle du primaire	1	Les élèves apprennent ce qu'est un recensement et imitent le processus de recensement en dénomburant les personnes qui font partie de leur ménage.
2. Additionnez ! Ne soustrayez pas !	2 ^e cycle du primaire	2	Les élèves apprennent le concept du dénombrement complet et du sous-dénombrement, interprètent une carte, préparent des données sommaires et prennent des décisions.
3. Les décisions importantes ne tiennent pas toujours du hasard	1 ^{er} cycle du secondaire	1-2	Les élèves acquièrent une expérience pratique par l'utilisation d'ensembles de données fictives comme base de décisions touchant les services communautaires et les entreprises.
4. Facile à dire !	Secondaire	2-10	Les élèves étudient la conception et la tenue d'une enquête, ainsi que l'analyse des données recueillies, et ont la possibilité d'effectuer un projet de recensement.
5. Un coup d'oeil sur l'agriculture	1 ^{er} cycle du secondaire	2	Après avoir examiné les tendances observées grâce au Recensement de l'agriculture, les élèves créeront une petite pièce de théâtre où ils joueront des rôles au sein d'une famille agricole en pleine transition.
6. Activité de FLS – D'où venons-nous ?	1 ^{er} cycle du secondaire	2	Les élèves apprennent à mieux connaître la nature multiculturelle de la société canadienne en étudiant la diversité culturelle de leur propre classe.
7. Activité de FLS – Notre héritage multiculturel	Secondaire	1	Les élèves apprennent comment, au recensement, on recueille des renseignements sur les divers groupes ethniques ayant immigré au Canada.
8. Activité de géographie – Comment utiliser votre recensement	1 ^{er} cycle du secondaire	1	Les élèves participent à un jeu qui vise à leur faire comprendre l'étendue des données démographiques du recensement.



ATTENTION PRIMARY, JUNIOR AND SECONDARY TEACHERS!

Available January 1996!

1996 Census Teacher's Kit



FREE

**Don't wait!
Order your free copy now.**

The 1996 Census Teacher's Kit provides your primary, junior and secondary students with:

- a solid understanding of why Canada conducts a census and how census results benefit society
- an introduction to census data as an information source for school papers and projects
- an alternative approach to studying math, geography, English, French and the social sciences

To receive a copy of the 1996 Census Teacher's Kit, containing a teacher's guide and classroom-ready activities, contact:

Census Communications
Statistics Canada
10th Floor, R.H. Coats Building
Tunney's Pasture
Ottawa, Ontario
K1A 0T6
Tel.: 1 800 363-7629
Fax: (613) 951-0930

Be sure to include your name, address, phone number and whether you want to receive your kit in English, French or both languages. (One kit per teacher.)

**When you've finished using these activities, please pass them on to
your colleagues or your school's resource centre.**

(Français au verso)



Statistics
Canada

Statistique
Canada

Canada



ATTENTION ENSEIGNANTS ET ENSEIGNANTES DU PRIMAIRE ET DU SECONDAIRE !

Disponible dès janvier 1996 !

La Trousse de l'enseignant du Recensement de 1996



N'attendez pas !
Commandez dès maintenant
votre exemplaire.

La Trousse de l'enseignant du Recensement de 1996 donnera à vos élèves du primaire ou du secondaire :

- l'occasion d'apprendre pourquoi le Canada mène un recensement et comment la société profite des résultats;
- un aperçu des données du recensement et de leur utilité comme source d'information pour préparer leurs dissertations et leurs projets;
- une façon différente d'étudier les mathématiques, la géographie, le français, l'anglais et les sciences sociales.

Pour recevoir la Trousse de l'enseignant du Recensement de 1996, qui comprend un guide et des activités prêtes à utiliser en classe, écrivez ou télécopiez à :

Communications du recensement
Statistique Canada
Immeuble R.-H.-Coats, 10^e étage
Parc Tunney
Ottawa (Ontario)
K1A 0T6
Tél. : 1 800 363-7629
Télécopieur : (613) 951-0930

Assurez-vous de nous donner vos nom, adresse et numéro de téléphone et de nous indiquer si vous voulez recevoir les activités en français, en anglais ou dans les deux langues (limite d'une trousse par enseignant).

Une fois que vous aurez utilisé la trousse, nous vous suggérons de la faire circuler auprès de vos collègues et de la prêter au centre de documentation de votre école.

(English on reverse)



Special Groups

1.0 Background

A **Strategic Framework** (Appendix 1) for dealing with the needs of special groups was developed in the spring of 1995 to encourage groups that required a communications approach, different from the mainstream population, to participate in the 1996 Census. Special groups were identified by the following:

- requirement for special communications materials such as seniors, persons with disabilities and illiterate adults;
- the population most likely to be missed such as young men (and in some cases young women) between the ages of 18 and 30, immigrants, non-permanent residents and Aboriginal persons.

1.1 Mandate

The mandate of the communications program for special groups was to provide a proactive communications program which:

- was creative and cost-effective;
- maintained a positive and non-partisan corporate image of Statistics Canada, and;
- generated participation from these groups.

1.2 Message

The message to special groups was essentially the same as to the general population "everyone counts for the census". However, more emphasis was placed on explaining why the census was important for communities as well as individuals and on the confidentiality, privacy and safety aspects of the collection process. For example, senior groups received information about identification cards and if they were obligated to invite a census representative into their homes.

2.0 Identification of Special Groups

2.1 Seniors, Persons with Disabilities and Illiterate Adults

These groups were identified as requiring specific communications activities and materials to encourage their participation. Supporting organizations were asked to publicize the number of the Census Help Line and to inform members about the availability of the questionnaire in large print and audio-cassette

2.2 Undercoverage Groups

According to the 1991 Census technical report on coverage, persons between 20 to 34 years of age, particularly males, single persons, divorced males, persons living common-law, recent immigrants, non-permanent residents, renters and non-English and non-French mother tongue were more likely to be missed than other segments of the population.

2.3 Youth

For young people, the highest rates of undercoverage occurred between 20 to 24 years (7.75%) and 25 to 34 years (6.76%). This pattern is similar for both males and females. Communications messages were relayed through university and community centres, rock radio stations, etc.

2.4 Non-English, Non-French Mother Tongue

Persons without a knowledge of English or French had a much higher than average rate of net undercoverage (10.92%). As a result, communications activities were targeted at recent landed immigrants and non-permanent residents through ethnic associations, immigration agencies and community service organizations.

2.5 Ethnic Groups

There are many Canadians who have lived in Canada for a number of years and although they have mastered verbal skills in either English or French, they do not have the necessary reading or writing skills to complete a census questionnaire. Messages were included in a variety of ethnic language newspapers and on ethnic language radio programs.

3.0 Operational Plan

Each regional census office, including the Ottawa office (Centralized Edit test area), was responsible for planning and implementing its own communications program for special groups.

3.1 Mailing Lists

The Ottawa office was responsible for:

- initial research of mailing lists, production and mailing of letters from the Chief Statistician and Census Manager;
- producing generic and custom materials for national consumption;
- planning and implementing the special groups program at a national level.

When compiling lists of associations for letters requesting support, each organization was assessed individually according to its size, its ability to reach its membership, its potential for support and the type of support given in the previous census.

The following sources should be considered for use again in 2001:

- **Access 20/20**
Provided services (at cost) for transcription of alternative formats (questionnaires in Braille and on audio cassette). Braille Jymico in Quebec, and Centre Elizabeth Bruyere in Montreal and CNIB Sales in Toronto also provided similar services. Access 20/20 was awarded contract because of lower prices and faster turnaround time and delivery.

- **Status of Disabled Persons Secretariat, Ottawa**
Provided two lists: organizations of persons with disabilities and organizations concerned with disability issues. Addresses were national and disseminated among census regional offices.
- **National Adult Literacy, New Brunswick**
Can provide their data base of 6,000 literacy programs in Canada (on disk for \$200). Did not purchase list this time because census regional offices were already well organized before we received this reference. The organization also used census materials to produce a very impressive census page on their Internet web site.
- **City of Ottawa, Seniors Division**
Provided list of seniors organizations (local, regional, national and international based in Ottawa). National organizations outside Ottawa were referred to regional offices.
- **Canadian Ethno-Cultural Council, Ottawa**
Provided list of 39 member national ethnic organizations. Contact made by Ottawa office and regional offices.

3.2 Letters

Special groups are represented at the national level by umbrella associations. As a result, they were included in the mailings to all national associations.

The letters sent to organizations representing special groups were the same as those sent to other associations. That is, the text was designed to be used generically. However, during the follow-up phase, when communications officers negotiated support, attention was given to each group's specific mandate and constituency. Appropriate materials and activities were then suggested.

a) Chief Statistician

Among the 156 letters sent to high-profile, national associations from the Chief Statistician, 23 targeted special groups.

b) Census Manager

Among the 76 letters sent to other national associations from the Census Manager, 14 targeted special groups. Of these 37 organizations representing special groups, 17 participated in the census.

c) Thank-You Letters

Thank-you letters were sent to supporting associations from the Chief Statistician on August 23 and September 3, 1996. Thank-you letters were sent from the Census Manager on August 23, 1996.

4.0 Support of the Census

Table 1 provides the list of special national organizations which supported the 1996 Census.

Table 1: Organizations which supported the 1996 Census.

Société nationale de l'Acadie	Federated Superannuates National Association
Société des Acadiens et Acadiennes Nouveau-Brunswick	National Association of Canadians of Origin in India
Fédération acadienne de la Nouvelle- Écosse	National Federation of Pakistani Canadians
Vancouver Multicultural Society of British Columbia	National Congress of Italian Canadians
National Association on Cultural Education Centre	Canadian Federation of Ethno-Businesses and Professionals
One Voice Seniors Network Canada	Canadian Paraplegic Association
Canadian Hard of Hearing Association	Canadian Council for Multicultural Education
Canadian Association of Immersion Teachers	Canadian Council of the Blind
Canadian Ethno-Cultural Council	

As with other national associations, support from special groups came in the form of articles or messages in newsletters and distribution of information kits to regional operations. In addition to generic items such as posters, bookmarks, static logos, etc., custom materials (see Table 2) were produced - both in advance and at the request of these organizations. (See Written Materials section of the evaluation report for a complete listing of written materials.) Appendix 2 contains a list of supporters by activity.

Table 2: Materials Produced/Used

Target Group	Materials Produced / Used
Ethnic	Newsletters, custom articles, fact sheets, translated questions, multilingual brochure, order form - multilingual materials.
Seniors	Custom articles, fact sheets, large print questions.
Youth	Custom articles, fact sheets.
Disabled Groups	Custom articles, fact sheets, questions (braille, large print, audio cassette).
Literacy (Education)	Custom articles, Fact Sheets, Teacher's Kit, Adult Basic Education Kit (produced by Atlantic regional office).

5.0 Collections Support

In addition to contacting special groups to solicit support for the Census, Census Communications also produced materials in alternative formats to assist collections staff in enumerating special groups. STC adhered strictly to Treasury Board guidelines for determining what formats would be available (for more details see chapter on alternative formats). The following materials were produced and available upon request by respondents:

5.1 Alternative Formats (Questions):

- Large print
- Translations into 49 non-official languages (including 12 aboriginal languages)
- Braille
- Audio Cassette

5.2 Alternative Formats (Questionnaires):

Large Print

Electronic Format (2A only, in IBM / MAC compatible formats)

6.0 Challenges

- When a national association distributes information kits (as provided by STC) to its regional operations to request their participation, the effectiveness of such requests is entirely dependent on the emphasis placed on the issue of the census by that group's head office. In most instances, branches of such organizations tend to be more supportive and more effective when approached from Statistics Canada at the regional level. This is true for various reasons:
 - Head offices of national groups do not perform the same function as their regional counterparts;
 - They tend to communicate with service providers, and not directly with the respondents that the program for special groups is attempting to reach;
 - The participation of the head office of a national organization is not always needed to obtain support from their regional groups;
 - In times of fiscal restraint, increasing numbers of national associations are cutting back on, or eliminating internal publications and large, costly mail-outs.
- An information kit including a materials Order Form was sent to the head office of **One Voice Seniors Network** which then photocopied the order form and distributed it to 230 offices across the country. Because the fax number and contact on the Order Form was in Ottawa, faxes began to come in to the Ottawa office. There was no record of these small organizations, and it was not until a pattern emerged that it became clear where these order forms originated. As a result, some confusion arose over who (Ottawa/region) should supply the requested materials.
- Branch offices of major disabled groups tended to be more willing to participate than their national counterparts. Some groups at the national level were more interested in funding and revenue than providing free assistance.

- Special groups overlap with almost all other components of the census communications program. In this respect, special groups are incorporated into the development and implementation of other census communications programs.
- At first, the Canadian National Institute for the Blind (CNIB) interpreted support of the Census to be selling us its mailing list and having Statistics Canada distribute questionnaires in alternative formats to all its members. The CNIB did not feel that Statistics Canada was serving its clientele or meeting our requirements to have the census accessible to everyone. After discussion with CNIB, Statistics Canada agreed to have questionnaires available upon request in large print and electronic format. CNIB sent an e-mail to all its member organizations informing them of this information.

7.0 Recommendation

- Letters from the Chief Statistician and/or Census Manager to national associations should be repeated although more emphasis should be placed on approaching special target groups regionally to reach individuals.

June 30, 1995

**1996 Census Communications Program
Strategic Framework**

Special Groups

Introduction

This strategic framework outlines how the Census Communications Program will inform special groups about the census and encourage them to participate.

The special groups consist of:

- 1) those who require special communications materials such as seniors, persons with disabilities and illiterate adults;
- 2) the population where undercoverage was high in 1991 such as young men (and in some areas young women) between the ages of 18 and 30, immigrants, non-permanent residents and Aboriginal persons.

These groups require a communications approach different from the mainstream population and will require specific communications material to encourage them to participate in the 1996 Census.

1. Mandate

The mandate is to provide proactive communications programs that are both creative and cost-effective, while maintaining a positive and non-partisan corporate image of Statistics Canada. The communications program will strive to generate participation from these special groups.

2. Message

The message will be substantially the same as for the general population i.e., everyone counts for the census. However, some of these groups are not part of the mainstream population and may feel alienated by the census process. The communications program will concentrate on explaining why the census is important not only for their community, neighbourhood, town, city or province but also for individuals and families. It is also essential that these groups understand why their participation is important to the end use of the census data and, finally, that participation is a legal obligation.

3. Strategic framework

3.1 Approach

The Census Communications Program for these special groups will focus on generating an awareness that May 14 is Census Day and increasing public knowledge of the importance of the census. It will also encourage members of these groups to fill in and return their questionnaire.

3.2 Planning Assumptions

The strategic framework within which the Census Communications Program will operate is dependent on the following planning assumption:

that specific materials will be developed for each of the special groups to deal effectively with their many unique differences (efforts will be made to include collections staff).

4. Identification of Special Groups

4.1 Seniors, persons with disabilities and illiterate adults

Seniors, persons with disabilities and illiterate adults need specific communications activities to support their particular needs. Materials to help them complete their questionnaires and/or to address some of their concerns will be made available to associations, agencies and support groups who work with the members of these groups. The organizations will be asked to publicize the number of the Census Help Line and inform their members that the questionnaire is available in large print and on audio-cassette.

These organizations will also let them know that Statistics Canada has help available to them if they require assistance in completing their census questionnaire. For example, help centres will be set up in lobbies of community centres, senior citizen homes, etc. This activity will be coordinated with the collections staff.

4.2 Undercoverage groups

According to the 1991 Census technical report on coverage, rates of population undercoverage were high for persons between 20 to 34 years of age, particularly for males, for single persons, for divorced males, for persons living common law, for recent immigrants and non-permanent residents, for persons who rent their homes and for persons whose mother tongue is neither English nor French.

There will be no specific communications activities planned for many of these groups because of the difficulty in identifying and reaching them. The message aimed at the general population should reach many of these individuals.

Specific communications activities will, however, be targeted at youths and those persons whose mother tongue is neither English nor French.

4.2.1 Youth

For males, the highest rates of net undercoverage occurred in the 20 to 24 years (7.75%) and the 25 to 34 years (6.76%) age groups. The pattern is similar for females.

Communications activities to reach youth will be accomplished through organizations such as universities and community centres, through rock radio stations and the Much Music TV station as well as through specific communications materials such as coasters to be distributed in areas frequented by youth.

4.2.2 Persons whose mother tongue is neither English nor French

Persons without a knowledge of English or French had a much higher than average rate of net undercoverage (10.92%). The highest rates of net undercoverage were among those speaking Chinese (6.24%) or another language (6.48%) at home.

Communications activities will be targeted at recent landed immigrants and non-permanent residents. Landed immigrants are persons who are not Canadian citizens by birth, but who have been granted the right to live in Canada permanently by Canadian immigration authorities. Non-permanent residents are persons who hold a student authorization, employment authorization, Minister's permit, or who are refugee claimants.

Persons whose mother tongue is neither English nor French require language assistance and special help in understanding the concept of the census and the procedures involved. Communications activities will be organized with the assistance of ethnic associations, immigrant agencies and community service organizations. The support of these organizations is important as they are able to communicate with members in their mother tongue. Specific communications activities will include the production of a multilingual brochure and stick-on messages in ethnic languages to be placed on the regular census poster. The Census Help Line's assistance in a number of languages will be widely promoted.

4.2.3 Ethnic Groups

The Census Communications Program's message to the general public will also reach members of Canada's ethnic groups. However, there are a number of ethnic groups that have distinct needs and require special communications activities. Some ethnic Canadians have lived in Canada for many years and although they speak English or French fairly well, have not yet mastered reading and writing skills in either official language. There may be others who are not able to speak or read either language.

Communications activities and materials will be similar to the activities proposed for persons without a knowledge of English or French. Other activities will include articles in local ethnic papers and messages through established ethnic radio and television programs.

4.2.4 Aboriginal Persons

Collections staff will spread the census message when enumerating reserves. The communications activities will primarily focus on Aboriginal persons living off-reserve. Aboriginal persons off-reserve will be reached through organizations, agencies, support groups, friendship centres and schools. Aboriginal persons living off-reserve as well as on-reserve will be reached through the native print media i.e., newspapers, newsletters and publications.

5. Evaluation

Program evaluation is a vital part of the census planning cycle since it indicates what is and what is not successful. Each census learns from the successes and problems of previous censuses.

Evaluation of special groups will be based on quantifiable measures such as mail response rates, responsiveness of supporters, distribution of materials, media monitoring, the number of calls by special groups to the Census Help Line and adherence to budget.

On a qualitative basis, the 1996 program for special groups will be assessed according to individual program activities on both a national and regional basis and will be built into the final evaluation.

6. Operational Plans

Attached are the operations plans for these groups.

Operational Plan: Special groups

Region: _____

Organization	Activity	Date	Material required	Cost
Immigrant agencies Multicultural organizations Ethnic associations Community service groups	Mailing lists. Send letter. Personal visits.	July '95 August '95 September '95	Association newsletter Multilingual ethnic brochure Multilingual stickers	
Youth organizations				
Elderly organizations				
Organizations for persons with disabilities				
Literacy organizations				
Government: Federal Departments Provincial and Municipal				
Media				

Programme de communications du Recensement de 1996 Cadre stratégique

Groupes spéciaux

Introduction

Le présent cadre stratégique indique comment le Programme de communications du recensement s'y prendra pour informer les groupes spéciaux au sujet du recensement et pour les encourager à y participer.

Les groupes spéciaux sont constitués de gens qui :

- 1) requièrent des outils de communications spécifiques, comme les personnes âgées, les personnes ayant une incapacité et les adultes analphabètes;
- 2) ont affiché un sous-dénombrement important lors du Recensement de 1991, comme les jeunes hommes et, dans certaines régions, les jeunes femmes âgés entre 18 et 30 ans, les immigrants, les résidents non permanents et les Autochtones.

Ces groupes devraient faire l'objet d'une approche différente de celle utilisée pour le grand public. Des outils de communications spécifiques seront donc conçus pour les sensibiliser à l'importance du Recensement de 1996.

1.0 Mandat

Le mandat consiste à fournir des programmes de communications proactifs qui sont à la fois créatifs et peu coûteux, tout en s'assurant que l'image de marque de Statistique Canada demeure positive et non partisane. Le Programme de communications s'efforcera de provoquer une bonne participation de la part de ces groupes.

2.0 Message

Le message du recensement sera essentiellement le même que celui prévu pour le grand public, soit que tout le monde doit être du nombre. Toutefois, puisque certains groupes sont différents de la «masse», ils pourraient être insensibles au processus de recensement. Le Programme de communications leur expliquera pourquoi le recensement est important non seulement pour leur communauté, leur quartier, leur ville et leur province, mais aussi pour eux-mêmes en tant qu'individus ou en tant que membres d'une famille. Il est également primordial que les groupes visés comprennent l'importance du lien qui existe entre leur participation et l'utilisation ultime des données. Finalement, ils doivent savoir qu'il s'agit d'une obligation légale.

3.0 Cadre stratégique

3.1 Approche

Le Programme de communications du recensement cherchera avant tout à sensibiliser les groupes spéciaux au fait que le 14 mai 1996 sera jour de recensement. On s'efforcera également de hausser la valeur du recensement aux yeux du public et de convaincre ces groupes de remplir et de retourner leur questionnaire.

3.2 Hypothèse de planification

L'efficacité du cadre stratégique dans lequel s'inscrit le Programme de communications dépend de l'hypothèse de planification suivante :

- les outils de communications spécifiques seront effectivement produits pour chacun des groupes spéciaux, ce qui permettra de s'ajuster de façon pertinente à leur unicité (des efforts particuliers seront faits pour inclure le personnel de la collecte).

4.0 Identification des groupes spéciaux

4.1 Personnes âgées, personnes ayant une incapacité et adultes analphabètes

Les personnes âgées, les personnes ayant une incapacité et les adultes analphabètes exigent que des activités de communications spécifiques soient déployées pour répondre à leurs besoins. Les outils conçus pour les aider à remplir leur questionnaire ou pour répondre à certaines de leurs préoccupations seront disponibles auprès d'organismes et de groupes de soutien qui travaillent avec ces groupes. On demandera à ces organisations de diffuser le numéro de l'Assistance téléphonique du recensement et de dire à leurs membres que le questionnaire est disponible en gros caractères et sur cassette audio.

Les organismes aviseront également leurs membres qu'ils peuvent obtenir de l'aide du personnel de Statistique Canada s'ils ont des difficultés à remplir leur questionnaire de recensement. Par exemple, des centres d'aide seront mis sur pied dans les centres communautaires, les foyers pour personnes âgées, etc. Cette activité sera coordonnée de concert avec le personnel de la collecte.

4.2 Groupes affichant un sous-dénombrement

Le rapport technique du Recensement de 1991 sur la couverture fait état d'important sous-dénombrement de la population chez les personnes âgées de 20 à 34 ans, plus particulièrement chez les hommes, les célibataires, les hommes divorcés, les personnes vivant en union libre, les nouveaux immigrants, les résidents non permanents, les personnes qui louent leur maison et les personnes ayant une langue maternelle autre que le français et l'anglais.

Il n'y aura pas d'activités de communications spécifiques pour la majorité de ces groupes. Ils sont en effet trop difficiles à rejoindre et à identifier. Le message conçu pour le grand public devrait rejoindre une bonne partie de ces groupes.

Les jeunes adultes, ainsi que les personnes ayant une langue maternelle autre que le français et l'anglais, feront toutefois l'objet d'activités de communications spécifiques.

4.2.1 Jeunes adultes

Parmi les jeunes hommes, les taux les plus élevés de sous-dénombrement net ont été observés chez les groupes de 20 à 24 ans (7,75 %) et de 25 à 34 ans (6,76 %). Le schéma est le même chez les femmes.

Les activités de communications visant à rejoindre ce groupe se feront, entre autres, par l'intermédiaire de campus universitaires, de centres communautaires, de stations de radio rock et de Musique Plus. Des outils de communications spécifiques seront aussi mis à profit, comme des sous-verres qui seront distribués dans des endroits stratégiques.

4.2.2 Personnes ayant une langue maternelle autre que le français et l'anglais

Les personnes ne parlant ni le français ni l'anglais ont présenté un taux de sous-dénombrement net (10,92 %) beaucoup plus élevé que la moyenne. Les taux les plus élevés ont été relevés chez les personnes parlant le chinois (6,24 %) ou une autre langue (6,48 %) à la maison.

Certaines activités de communications devront cibler les nouveaux immigrants et les résidents non permanents. Les nouveaux immigrants sont des gens qui, quoique n'étant pas citoyens canadiens de naissance, ont obtenu des autorités de l'immigration canadienne le droit de résidence permanente au Canada. Les résidents non permanents sont des personnes qui ont un permis de séjour pour étudiant, un permis de travail, un permis ministériel ou le statut de réfugié.

Les personnes ne parlant ni le français ni l'anglais exigent une aide linguistique particulière. On devrait porter une attention spéciale à la compréhension des concepts et des procédures inhérents au recensement. Les activités de communications s'organiseront avec l'aide d'associations ethniques, d'organismes d'aide aux immigrants et de centres de services à la communauté. L'appui de ces organisations est primordial puisqu'elles peuvent nous aider à communiquer avec les gens dans leur langue maternelle. Les activités de communications comprendront la production de dépliants en plusieurs langues et d'autocollants en langues étrangères pouvant être apposés sur les affiches régulières du recensement. L'Assistance téléphonique du recensement, qui répondra dans plusieurs langues, sera aussi largement publicisée.

4.2.3 Groupes ethniques

Le message du Programme de communications du recensement destiné au grand public rejoindra sans nul doute des membres des groupes ethniques. Cependant, certains groupes présentent des besoins particuliers qui exigent des activités de communications spécifiques. Bien que certains

Canadiens d'origine étrangère vivant au Canada depuis plusieurs années parlent le français ou l'anglais assez bien, ils ne peuvent lire ou écrire ces langues que difficilement. D'autres encore ne peuvent parler ou lire ni l'une ni l'autre des langues officielles.

Les activités proposées sont semblables à celles s'adressant aux personnes ne parlant ni le français ni l'anglais. Parmi les autres activités, mentionnons la parution d'articles dans les journaux ethniques et la diffusion de messages lors d'émissions de radio ou de télé à saveur ethnique.

4.2.4 Peuples autochtones

Le personnel de la collecte verra à diffuser le message du recensement lors du dénombrement des réserves indiennes. Les activités seront donc axées sur les Autochtones vivant hors réserves. Ces derniers seront rejoints grâce au concours d'organisations, de groupes de soutien, de centres d'accueil et d'écoles. Les Autochtones vivant dans les réserves aussi bien que hors réserves seront rejoints par l'intermédiaire de leurs bulletins, journaux et publications.

5.0 Évaluation

L'évaluation du programme est un élément essentiel du cycle de planification du recensement. Elle nous indique en effet ce qui a fonctionné et ce qui n'a pas fonctionné. Chaque recensement gagne à examiner les réussites et les problèmes des recensements précédents.

L'évaluation propre à ces groupes spéciaux sera basée sur des mesures quantifiables comme les taux de réponse postale, la réaction des parties prenantes, la distribution des outils de communications, la couverture médiatique, le nombre d'appels logés à l'Assistance téléphonique du recensement par ces groupes et le respect du budget.

Sur une base qualitative, le programme de 1996 pour les groupes spéciaux sera mis en oeuvre selon des programmes d'activités séparés, tant à l'échelle nationale que régionale, et sera partie intégrante de l'évaluation finale.

6.0 Plans opérationnels

Veuillez trouver ci-joint les plans opérationnels pour les groupes spéciaux.

Plan opérationnel : groupes spéciaux

Région: _____

Organisation	Activités	Date	Matériel requis	Coût
Organismes d'aide aux immigrants Organisations multiculturelles Associations ethniques Centres de services à la communauté	Listes d'envoi Lettres envoyées Visites personnelles	Juillet 1995 Août 1995 Septembre 1995	Bulletins d'information Dépliants en plusieurs langues Autocollants en plusieurs langues	
Organismes et groupes de soutien pour jeunes				
Organismes et groupes de soutien pour personnes âgées				
Organismes et groupes de soutien pour personnes ayant une incapacité				
Organismes et groupes de soutien pour adultes analphabètes				
Administrations publiques - fédérales - Provinciales et municipales				
Média				

APPENDIX/APPENDICE 2

LETTERS SENT TO NATIONAL ASSOCIATIONS (SPECIAL GROUPS)

Association Name	Head Office	Lang	1996 Support
Société des Acadiens et Acadiennes Nouveau-Brunswick	Petit-Rocher, (NB)	F	<ul style="list-style-type: none"> • Census logo on FAX headers. • Testimonial
Société nationale de l'Acadie	Dieppe, (NB)	F	<ul style="list-style-type: none"> • Testimonial • Distributed 100 information kits to member associations
Fédération acadienne de la Nouvelle-Écosse	Halifax (NS)	F	<ul style="list-style-type: none"> • Testimonial
Vancouver Multicultural Society of British Columbia	Vancouver	E	<ul style="list-style-type: none"> • Large print questions, teachers kits, multilingual materials, tri-language poster, information sheets and census questions (26,150) • S. Strutt used inserts, posters, bookmarks, decals, CIS, PPR newsletter, diskette and ethnic materials (1,805)
Canadian Ethno-Cultural Council	Ottawa	E	<ul style="list-style-type: none"> • Provided lists of 39 member ethnic associations across Canada
Canadian Association of Immersion Teachers	Ottawa	E	<ul style="list-style-type: none"> • Articles and teachers kit for Feb/March issues of their journal. • Provided a list of resource teachers / coordinators • Distributed 13 teachers kits to primary and secondary schools
Canadian Council for Multicultural and Intercultural Education	Ottawa	E	<ul style="list-style-type: none"> • No publications. Used information kits to distribute to meeting of provincial offices in January • 800 individual members; 14 institutional
Canadian Council of the Blind	Ottawa	E	<ul style="list-style-type: none"> • Sent information on diskette, in large font to use in national newsletter (4,000)
Canadian Federation of Ethno-Businesses and Professionals	Ottawa	E	<ul style="list-style-type: none"> • No publications; sent kit with ethnic newsletter • 10,000 individual members, 50 institutional
Canadian Hard of Hearing Association	Ottawa	E	<ul style="list-style-type: none"> • Sent information but organization preferred to sell us advertising space.
Canadian Paraplegic Association	Ottawa	E	<ul style="list-style-type: none"> • Message on toll-free line; information in alternative formats in Feb. Issue of quarterly <i>Calper</i> (6,000)
Federated Superannuates National Association	Ottawa	E	<ul style="list-style-type: none"> • Article in Spring issue of two national newsletters (total 63,000)
National Association of Canadians of Origin in India	Ottawa	E	<ul style="list-style-type: none"> • Logo and ethnic material in Feb issue of <i>NACO/ Forum</i> (37 local chapters representing 70,000 members)
National Association on Cultural Education Centre	Hull, PQ	E	<ul style="list-style-type: none"> • Aboriginal association: sent information kit / informed Montreal R.O.
National Congress of Italian Canadians	Ottawa	E	<ul style="list-style-type: none"> • Sent information kit (70 institutional members, 7 regional offices)
National Federation of Pakistani Canadians	Ottawa	E	<ul style="list-style-type: none"> • Article in Feb. Issue of national newsletter (22 institutions)
One Voice Seniors Network Canada	Ottawa	E	<ul style="list-style-type: none"> • Included material in Winter and Spring issues of <i>One Voice</i> and <i>La Voix</i>; • Distributed 230 copies of Seniors fact sheet and Materials Order Form to some groups (mailing list protected) <p><i>NOTE: Order forms were received in the Ottawa office from all parts of the country. Initially, did not know how these small groups had obtained a Materials Order Form or what (larger) group they belonged to. Forms had to be processed in both Ottawa and regional offices.</i></p>



Census Help Line

1.0 Background

The Census Help Line is a telephone service set up to assist householders who are having problems in understanding or answering questions on their census questionnaire. Householders may also use the service to request a questionnaire if they have not received one, request a questionnaire in an alternative format (large print or electronic) and request copies of the questions in one of the 49 languages in which the questions have been translated.

Census of Agriculture has a separate help line, answered by divisional staff, which is operated out of Ottawa.

The Census Help Line was first set-up for the 1971 Census when the census methodology changed from the canvasser method to self-enumeration. Although the number of calls to the Census Help Line have more than tripled over the years, the majority of calls are still about the questions themselves. Attached in Appendix 1 are the figures for the four censuses between 1976 and 1991 by type of call received. Appendix 2 contains information on calls made to the Census Help Line for the 1996 Census.

The Census Help Line was scheduled to begin operation on May 6, 1996, the date on which drop-off of census questionnaires to households officially started. For the first time, a 1 800 number was used rather than a separate number for each region. This 1 800 number was then re-directed based on the area code of the incoming call.

2.0 Extension of Service

One of the impacts of dropping the 2A Guide was the necessity to increase the Census Help Line Service by increasing the number of staff, the number of languages available and by opening the service earlier and closing it later. The Census Communications project also undertook more extensive promotion of the availability of the service.

This created some problems in that the service was not funded to open until drop-off officially started on May 6 and the majority of promotional materials would be in the public domain starting April 1. As a result, respondents phoning the 1 800 prior to May 6

looking for assistance would get either no answer or a taped telephone message. Another consequence could be an increase in the number of calls to Advisory which would be difficult to handle.

In previous censuses, the line was installed in the Census Regional Office and the Census Help Line service was usually opened on an earlier basis than scheduled if volume warranted it. However, with the 1 800 number, all offices had to agree to open the line early - it couldn't be done by just one or two.

2.1 Cost

The cost of starting the Census Help Line on April 1 rather than May 6 was \$1000.00. It was agreed that the Collection and Communications projects would split this cost.

2.2 Staffing

Staffing was seen as a regional initiative with the needs of each office being the prime factor. As a result, a number of different systems were put in place.

- **Atlantic Region**

recorded message instructing the caller to contact the Regional Census Office or for out-of-town callers to use the Advisory Services toll-free line prior to May 6.

- **Quebec Region**

recorded message that explained that a "real" person would be available to answer enquiries starting May 6 and provided general information on the Census. Also made arrangements for the caller to be switched quickly to Statistics Canada if the caller wanted to speak to an employee immediately.

- **Ontario Region**

staffed the line with supervisor and other senior hired for the Census Help Line. Use it to obtain information that was then used to train new staff as they came on strength.

- **Prairie Region**

recorded message indicating that the in-service date will be May 6.

- **Pacific Region**

line was operational and answered by the receptionist/other collection and communication staff in the Regional Census Office.

- **Centralized Edit**

line was open in office of the task manager for the Census Help Line. A number of calls were referred to Census Communications and often to the other regional offices.

2.3 Alternative Formats

Although questions were available in alternative formats for people with visual and physical disabilities, there were no alternatives available for them to self-complete their own questionnaires. Consequently, on the instigation of Census Communications, it was agreed, fairly late in the planning cycle, that Statistics Canada would make two alternative format questionnaires - large print and electronic - available. The Questionnaire Design Group developed both formats and Collection looked after developing and distributing instructions. It was decided to have the formats available only from the Census Help Line supervisor and all calls were referred to this person. Since the number of calls were few, it was difficult for staff to remember procedures and they often had to be reviewed which was time consuming and created an opportunity for error. Although the initiative was good, more time and planning were required to make it work really well.

3.0 Promotion of the Census Help Line

Census Communications promoted the services available from the Census Help Line including, and most important, that operators were able to answer questions in a wide

variety of languages. The list of languages available in the Ontario/Toronto Census Help Line are listed in Appendix 3. Other services promoted included:

- information on the Census
- replacement of lost census forms
- didn't get a census form
- need the census questions in another language
- need information in another language
- need the questionnaire in an alternative format

Information about the Census Help Line number appeared on more than 60 million inserts, on posters in all of the 8,500 Post Offices across Canada, on bookmarks and in all of the paid advertising.

4.0 Recommendations

- the Census Help Line should open April 1. This should be part of the planning, costing and staffing exercise. Funding should be made available so the line is answered by a "real" person.
- alternative questionnaire formats should be available from the Census Help Line but also from field staff. Procedures should be incorporated into Census Representative, Census Commissioner and Census Area Manager training manuals and should be part of role play during training.
- the translated questions and alternative format questions should be available from the Census Help Line. This should be promoted by Census Communications.
- Census Communications should use the Census Help Line in all materials that will be in the public domain after April 1. The number should also be included in advertising again and in the Post Offices. If possible, bookmarks with the number should also be available in the Post Offices for people to pick-up and take home.

Types of Calls Received by CHL								
	1991	%	1986	%	1981	%	1976	%
Language of Form	3,559	1.02%	2,995	1.02%	8,847	3.00%	6,025	5.72%
Defective Q	5,542	1.59%	548	0.19%	735	0.25%	454	0.43%
Non-receipt	68,416	19.64%	38,791	13.19%	47,073	15.95%	14,349	13.62%
Moved	1,032	0.30%		0.00%		0.00%		0.00%
Stats Act/Confid	8,552	2.46%	5,968	2.03%	5,437	1.84%	1,494	1.42%
CR	1,759	0.51%	3,013	1.02%		0.00%		0.00%
Methodology	13,263	3.81%	69,222	23.54%	80,061	27.13%	12,844	12.19%
Subject Matter	130,793	37.56%	117,564	39.98%	113,276	38.39%	43,979	41.75%
Other	115,350	33.12%	55,965	19.03%	39,662	13.44%	26,192	24.86%
Total	348,266		294,066		295,091		105,337	

APPENDIX/APPENDICE 2

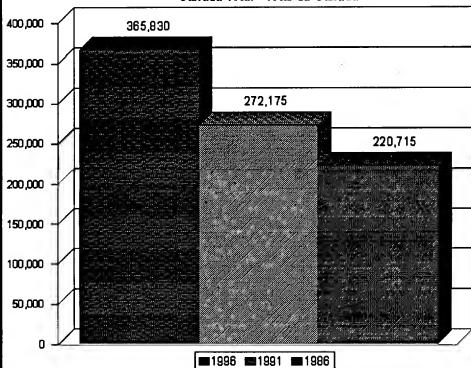
Census Help Line (CHL) Type of Calls Received Service d'Assistance Téléphonique (SAT) Nature des Appels Reçus	
Number of Calls / Nbre d'Appels:	365,830
Total No. Of Questions/ Nbre total de questions	508,700
<ul style="list-style-type: none"> ● Pop Questionnaire Content / Contenu du quest. sur la pop. ● Procedural Issues* / Procédures* ● Methodology / Méthodes ● Privacy, Confidentiality / Vie privée, Confidentialité ● Other** / Autre** 	193,533 119,033 35,604 25,200 135,000

- * Q damaged, lost, defect. / Q perdu, endommagé, défect.
 Request Q other Language / demande Q dans l'autre langue
 Supplementary Q required / Q supplémentaire demandé
 Q not received / Q non reçu
 Does not wish to be enumerated by CR / refuse d'être dénombré par le recenseur
 Wish to use CHL-CAHL / Désire avoir recours à l'ATR-ATRA
- ** Environment / Environnement
 Users of census data / utilisateurs des données du recensement
 Official Language concerns / questions quant aux langues officielles
 Complaints / plaintes
 Wrong reasons / fausses raisons

1996 Census Collection - Collecte du Recensement de 1996
Mail Receipts - Questionnaires reçus par la poste

Number of CHL Calls Received - 1996 vs 1991/1986 - Nombre d'Appels Reçus au SAT

Canada Total - Total du Canada



APPENDIX/APPENDICE 3

TEAM LISTS

5/15/96

Language	TEAM	Supervisor Name	Last Name	First Name	GREEN EXT
AFRIKAANS	07	PETER TILLER	Makan	Sharmila	26099
AKAN	07	PETER TILLER	Beecham	Ama B.	26109
AKAN	07	PETER TILLER	Adjin-Tetty	Paul	26111
ALBANIAN	07	PETER TILLER	Shabani	Mimoza	26097
AMHARIC	16	PAUL WATMAN	Tamrat	Mimi	
ARABIC	01	NORMAN WONG	D'Souza	Zachary	26279
ARABIC	02	MARGARET BLAKE	Nur	Mohamed Os	26027
ARABIC	07	PETER TILLER	Madibbo	Amal	26105
ARABIC	11	RICHARD CARTER	Koudjeti	Aberrezak	26161
ARABIC	14	BRYAN FOULKES	Kolayni	Farideh	26209
BOSNIAN	05	EVELYN DALES	Giurgiev	Jivko	26077
BOSNIAN	11	RICHARD CARTER	Huskovic	Mirsad	26163
BOSNIAN	17	GABI KUBE	Djicic	Maja	
BULGARIAN	13	DAVID NATALE	Panamsky	Todor Kolev	26348
CANTONESE	01	NORMAN WONG	Ip	Maria Lai-yung	26013
CANTONESE	01	NORMAN WONG	Cheng	Chee-Kwong	26011
CANTONESE	01	NORMAN WONG	Yuen	Betty	26015
CANTONESE	01	NORMAN WONG	Phuong	Nhu	26007
CANTONESE	02	MARGARET BLAKE	Yu	Steve Ka-wo	26019
CANTONESE	04	STEPHAN CHIARA	Ng	Fred	26051
CANTONESE	06	DALMAR ABDURA	Guan	Binyi	26091
CANTONESE	08	PETER A. POR	Tran	Veronica Dat	26125
CANTONESE	09	SANDRA MONACO	Ng	Jabina	26131
CANTONESE	11	RICHARD CARTER	Leung	Siu-Ying S.	26175
CANTONESE	12	DIANE BICKFORD	Lee	Richard	26177
CANTONESE	13	DAVID NATALE	Cheung	Thomas	26203
CANTONESE	14	BRYAN FOULKES	Ng	Louisa	26354
CANTONESE	16	PAUL WATMAN	Hien	Uy Dat David	
CANTONESE	16	PAUL WATMAN	Chan	C. F.	
CANTONESE	16	PAUL WATMAN	Lem	Mary B.	
CANTONESE	16	PAUL WATMAN	Lam	Diane C.	
CANTONESE	19	MOHAMED HEFNI	Wong	Chun	26257
CANTONESE	19	MOHAMED HEFNI	Wong	Evangeline	26271
CANTONESE	19	MOHAMED HEFNI	Chui	Pui Yin	26259
CHINESE unkno	14	BRYAN FOULKES	Dihn	Lynda	26223
CHINESE unkno	15	JOANNE LUPO	Fong	Wendy	26231
CREE	15	JOANNE LUPO	Gibot	Peter	26360
CREOLE	06	DALMAR ABDURA	Deonarain	Dave	26310
CROATION	01	NORMAN WONG	Popovic	Bojan	26005
CROATION	05	EVELYN DALES	Giurgiev	Jivko	26077
CROATION	10	TONI DI PLACIDO	Dudnic	Raul	26330
CROATION	11	RICHARD CARTER	Huskovic	Mirsad	26163
CROATION	17	GABI KUBE	Djicic	Maja	
CROATION	18	JULIAN KATSAROV	Sehic	Jasmina	26245
CROATION	19	MOHAMED HEFNI	Velkov	Dragan	26265

Language	TEAM	Supervisor Name	Last Name	First Name	GREEN EXT
DARI	12	DIANE BICKFORD	Gharwal	Nabila	26187
DUTCH	10	TONI DI PLACIDO	Weiland	Martin	26157
EDO	05	EVELYN DALES	Asemota	James	26079
ENGLISH ONLY	01	NORMAN WONG	Rivington	Florence	26001
ENGLISH ONLY	02	MARGARET BLAKE	Church	Julie Victoria	26285
ENGLISH ONLY	02	MARGARET BLAKE	Morphet	Kelly	26017
ENGLISH ONLY	02	MARGARET BLAKE	Reesor	Anne	26282
ENGLISH ONLY	03	ALAIN GIRARD	Tator	Abigail	26035
ENGLISH ONLY	03	ALAIN GIRARD	Antunes	Elizabeth	26288
ENGLISH ONLY	04	STEPHAN CHIARA	Ford	Noreen	26294
ENGLISH ONLY	04	STEPHAN CHIARA	Payne	Gareth Esmon	26063
ENGLISH ONLY	04	STEPHAN CHIARA	Fifi	Elizzabeth	26059
ENGLISH ONLY	04	STEPHAN CHIARA	Garrell	Leslie May-Ly	26049
ENGLISH ONLY	05	EVELYN DALES	Scandiffio	John Alexand	26073
ENGLISH ONLY	05	EVELYN DALES	Jerome	Andrzej	26069
ENGLISH ONLY	06	DALMAR ABDURA	McMaster	Robert G.	26083
ENGLISH ONLY	06	DALMAR ABDURA	Gabay	Richard	26089
ENGLISH ONLY	06	DALMAR ABDURA	Thomas	Ewan	26093
ENGLISH ONLY	07	PETER TILLER	Sinclair	Stacie Marilyn	26103
ENGLISH ONLY	07	PETER TILLER	Taylor	James	26315
ENGLISH ONLY	07	PETER TILLER	Ennis	Christine	26101
ENGLISH ONLY	07	PETER TILLER	Daly	Mark	26312
ENGLISH ONLY	08	PETER A. POR	Russell	Sheila Joan	26119
ENGLISH ONLY	08	PETER A. POR	McLeod	Denise	26117
ENGLISH ONLY	08	PETER A. POR	Brinton	David Boyd	
ENGLISH ONLY	08	PETER A. POR	Calliste	Beverly	26115
ENGLISH ONLY	08	PETER A. POR	Giangrande	Tina Maria	26127
ENGLISH ONLY	09	SANDRA MONACO	McClellan	Holly	26135
ENGLISH ONLY	10	TONI DI PLACIDO	Bowles	Keith	26155
ENGLISH ONLY	11	RICHARD CARTER	Logan	Steven E.	26173
ENGLISH ONLY	11	RICHARD CARTER	King	Pamela	26167
ENGLISH ONLY	12	DIANE BICKFORD	Button	Christine	26183
ENGLISH ONLY	13	DAVID NATALE	Scott	Mark Robert	26201
ENGLISH ONLY	13	DAVID NATALE	Flett	Stephen	26207
ENGLISH ONLY	13	DAVID NATALE	Todd	Patti	26199
ENGLISH ONLY	14	BRYAN FOULKES	Wallis	Donna Leanne	26211
ENGLISH ONLY	14	BRYAN FOULKES	Funnell	Vincent	26217
ENGLISH ONLY	15	JOANNE LUPO	Salvatori	Kerry Lynn	26227
ENGLISH ONLY	16	PAUL WATMAN	Ruel	Jodi	
ENGLISH ONLY	16	PAUL WATMAN	Clark	Johathan Davi	
ENGLISH ONLY	16	PAUL WATMAN	Brittain	Anne Elizabet	
ENGLISH ONLY	17	GABI KUBE	Flemming	Mark	
ENGLISH ONLY	17	GABI KUBE	Da Costa Antune	Christine	
ENGLISH ONLY	17	GABI KUBE	Teskey	Stuart	
ENGLISH ONLY	17	GABI KUBE	Moir	Raymond	

Language	TEAM	Supervisor Name	Last Name	First Name	GREEN EXT
ENGLISH ONLY	17	GABI KUBE	Church	Patricia	
ENGLISH ONLY	17	GABI KUBE	Sun	Patrick Simon	
ENGLISH ONLY	18	JULIAN KATSAROV	Hutton	Nadine	26251
ENGLISH ONLY	18	JULIAN KATSAROV	Raetsen	Maureen	26253
ENGLISH ONLY	19	MOHAMED HEFNI	Goh	Jeff	26372
ENGLISH ONLY	19	MOHAMED HEFNI	Fowler	Greg	26375
EWE	07	PETER TILLER	Adjin-Tetty	Paul	26111
EWE	16	PAUL WATMAN	Gborglah	Goodwin	
FANTI	07	PETER TILLER	Adjin-Tetty	Paul	26111
FRENCH	01	NORMAN WONG	Popovic	Bojan	26005
FRENCH	01	NORMAN WONG	Walburger	Natalie	26276
FRENCH	02	MARGARET BLAKE	Mavula	Kikwe Diono	26029
FRENCH	03	ALAIN GIRARD	Nyamoya	Christine	
FRENCH	03	ALAIN GIRARD	Phiphat	Malichanh	26033
FRENCH	03	ALAIN GIRARD	Nguyen	Thi Ngoc Thuy	26041
FRENCH	03	ALAIN GIRARD	Antunes	Elizabeth	26288
FRENCH	03	ALAIN GIRARD	Prasad	Nalina	26039
FRENCH	04	STEPHAN CHIARA	Biha	Marie Louise	26055
FRENCH	05	EVELYN DALES	Zaremba	Maria	26071
FRENCH	05	EVELYN DALES	Burrill	Heather A. J.	26065
FRENCH	05	EVELYN DALES	Findlay	Richard Norma	26075
FRENCH	06	DALMAR ABDURA	Bavumiragiye	Bonaventure	26085
FRENCH	07	PETER TILLER	Daly	Mark	26312
FRENCH	07	PETER TILLER	Madibbo	Amal	26105
FRENCH	08	PETER A. POR	Tran	Veronica Dat	26125
FRENCH	09	SANDRA MONACO	Rende	Sandra	26325
FRENCH	09	SANDRA MONACO	Pinter	Joseph S.	26139
FRENCH	10	TONI DI PLACIDO	Hall	Lori	26333
FRENCH	11	RICHARD CARTER	Koudjeti	Aberrezak	26161
FRENCH	12	DIANE BICKFORD	Carle	Angelique L.	26181
FRENCH	12	DIANE BICKFORD	Kanyarushatsi	Isaac	26179
FRENCH	13	DAVID NATALE	Todd	Patti	26199
FRENCH	13	DAVID NATALE	Hew	Lisa Ruby	26351
FRENCH	14	BRYAN FOULKES	Okada	Rena	26215
FRENCH	15	JOANNE LUPO	Batungwanayo	Alexis	26233
FRENCH	16	PAUL WATMAN	Tamrat	Mimi	
FRENCH	18	JULIAN KATSAROV	Galati	Christine Mari	26366
FRENCH	18	JULIAN KATSAROV	Salmon	Gregoire Yves	26249
FRENCH	19	MOHAMED HEFNI	Houle	Danielle	26261
FUKIN	19	MOHAMED HEFNI	Wong	Evangeline	26271
GA	07	PETER TILLER	Beecham	Ama B.	26109
GA	07	PETER TILLER	Adjin-Tetty	Paul	26111
GA	12	DIANE BICKFORD	Nunoo	Jennifer	26345
GA	16	PAUL WATMAN	Gborglah	Goodwin	
GERMAN	01	NORMAN WONG	Walburger	Natalie	26276

Language	TEAM	Supervisor Name	Last Name	First Name	GREEN EXT
GREEK	11	RICHARD CARTER	Theodoropoulos	Steve	26171
GUJARATI	07	PETER TILLER	Bhatt	Neela	26107
GUJARATI	18	JULIAN KATSAROV	Patel	Mohmed Jube	26241
HAKKA	19	MOHAMED HEFNI	Wong	Evangeline	26271
HEBREW	08	PETER A. POR	Bellin	Martin	26113
HINDI	01	NORMAN WONG	D'Souza	Zachary	26279
HINDI	01	NORMAN WONG	Radhu	Anita	26003
HINDI	02	MARGARET BLAKE	Mathur	Priya	26031
HINDI	03	ALAIN GIRARD	Prasad	Nalina	26039
HINDI	03	ALAIN GIRARD	Bahl	Nidhi	26291
HINDI	04	STEPHAN CHIARA	Saini	Gursharan Sin	26061
HINDI	07	PETER TILLER	Bhatt	Neela	26107
HINDI	08	PETER A. POR	Judge	Jagroop	26318
HINDI	10	TONI DI PLACIDO	Karun	Raj	26151
HINDI	12	DIANE BICKFORD	D'Mello	Arlene	26189
HINDI	12	DIANE BICKFORD	Gharwal	Nabila	26187
HINDI	14	BRYAN FOULKES	Harpal Dhuga	Harpal	26221
HINDI	17	GABI KUBE	Williams	Winston E.	
HINDI	18	JULIAN KATSAROV	Arora	Bir Singh	26255
HINDI	18	JULIAN KATSAROV	Patel	Mohmed Jube	26241
HUNGARIAN	09	SANDRA MONACO	Pinter	Joseph S.	26139
ITALIAN	01	NORMAN WONG	Serrao	Giovanna	26009
ITALIAN	02	MARGARET BLAKE	Castiglione	Fiorella	26025
ITALIAN	02	MARGARET BLAKE	Nur	Mohamed Os	26027
ITALIAN	03	ALAIN GIRARD	Cerrorulli	Christina	26047
ITALIAN	03	ALAIN GIRARD	Graniero	Antonio	26045
ITALIAN	04	STEPHAN CHIARA	Di Pietro	Lorenzo	26053
ITALIAN	04	STEPHAN CHIARA	Barkahadle	Ahmed	
ITALIAN	06	DALMAR ABDURA	Palozi	Dorotea	26081
ITALIAN	06	DALMAR ABDURA	Barbieri	Antonina	26087
ITALIAN	09	SANDRA MONACO	Del Medico	Omar	26141
ITALIAN	09	SANDRA MONACO	D'Orazio	Sabrina	26129
ITALIAN	09	SANDRA MONACO	Rende	Sandra	26325
ITALIAN	10	TONI DI PLACIDO	Panetta	Elaine	26149
ITALIAN	10	TONI DI PLACIDO	Guarraggi	Mattia	26159
ITALIAN	11	RICHARD CARTER	Papaloni	Amedeo	26169
ITALIAN	12	DIANE BICKFORD	Nanfara	Carmelo	26185
ITALIAN	19	MOHAMED HEFNI	Troncone	Gennaro	26269
JAPANESE	13	DAVID NATALE	Hew	Lisa Ruby	26351
JAPANESE	14	BRYAN FOULKES	Okada	Rena	26215
KHMER	04	STEPHAN CHIARA	Sokhanny	Anne	26297
KHMER	15	JOANNE LUPO	Samantha	Yin	26225
KIKONGO	02	MARGARET BLAKE	Mavula	Kikwe Diono	26029
KINYARWAND	15	JOANNE LUPO	Batungwanayo	Alexis	26233
KIRUNDI	02	MARGARET BLAKE	Mavula	Kikwe Diono	26029

Language	TEAM	Supervisor Name	Last Name	First Name	GREEN EXT
KIRUNDI	03	ALAIN GIRARD	Nyamoya	Christine	
KIRUNDI	15	JOANNE LUPO	Batungwanayo	Alexis	26233
KOREAN	02	MARGARET BLAKE	Kwon	Thomas	26023
KOREAN	08	PETER A. POR	Chung	Hae-Kyong	26321
KOREAN	09	SANDRA MONACO	Ki	Min Ho	26133
KOREAN	14	BRYAN FOULKES	Hahn	Sonna	26219
KOREAN	14	BRYAN FOULKES	Chang	Swin	26357
KURDISH	05	EVELYN DALES	Hamidi	Arash	26067
LAOTIAN	03	ALAIN GIRARD	Phiphat	Malichanh	26033
LINGALA	02	MARGARET BLAKE	Mavula	Kikwe Diono	26029
MACEDONIAN	13	DAVID NATALE	Panamsky	Todor Kolev	26348
MALAYALAM	10	TONI DI PLACIDO	Karun	Raj	26151
MALAYALAM	19	MOHAMED HEFNI	Wong	Chun	26257
MALTESE	18	JULIAN KATSAROV	Seychell	Debbie	26243
MANDARIN	01	NORMAN WONG	Ip	Maria Lai-yung	26013
MANDARIN	04	STEPHAN CHIARA	Ng	Fred	26051
MANDARIN	16	PAUL WATMAN	Chan	C. F.	
MANDARIN	16	PAUL WATMAN	Lem	Mary B.	
MANDARIN	19	MOHAMED HEFNI	Wong	Evangeline	26271
MANDARIN	19	MOHAMED HEFNI	Wong	Chun	26257
MANDARIN	19	MOHAMED HEFNI	Chui	Pui Yin	26259
MARATHI	07	PETER TILLER	Bhatt	Neela	26107
NORWEGIAN	12	DIANE BICKFORD	Nunoo	Jennifer	26345
OJIBWAY	13	DAVID NATALE	Kagige	Brenda Eliza	26205
PASHTU	12	DIANE BICKFORD	Gharwal	Nabila	26187
PATWOIS	06	DALMAR ABDURA	Deonarain	Dave	26310
PERSIAN(FARSI)	05	EVELYN DALES	Hamidi	Arash	26067
PERSIAN(FARSI)	12	DIANE BICKFORD	Gharwal	Nabila	26187
PERSIAN(FARSI)	13	DAVID NATALE	Mojallali	Mohammad H.	26193
PERSIAN(FARSI)	14	BRYAN FOULKES	Kolayni	Farideh	26209
POLISH	03	ALAIN GIRARD	Koshina	Eva	26043
POLISH	05	EVELYN DALES	Zaremba	Maria	26071
POLISH	10	TONI DI PLACIDO	Janicki	Charlie	26153
POLISH	15	JOANNE LUPO	Pawlak	Jolanta	26235
PORTUGESE	03	ALAIN GIRARD	Antunes	Elizabeth	26288
PORTUGESE	06	DALMAR ABDURA	Cerqueira	Noemia	26095
PORTUGESE	13	DAVID NATALE	Festas	Carlos	26197
PORTUGESE	17	GABI KUBE	De Jesus	Nelson M.	
PUNJABI	01	NORMAN WONG	Radhu	Anita	26003
PUNJABI	03	ALAIN GIRARD	Prasad	Nalina	26039
PUNJABI	04	STEPHAN CHIARA	Saini	Gursharan Sin	26061
PUNJABI	08	PETER A. POR	Judge	Jagroop	26318
PUNJABI	12	DIANE BICKFORD	Gharwal	Nabila	26187
PUNJABI	14	BRYAN FOULKES	Harpal Dhuga	Harpal	26221
PUNJABI	15	JOANNE LUPO	Singh	Anita	26363

Language	TEAM	Supervisor Name	Last Name	First Name	GREEN EXT
PUNJABI	18	JULIAN KATSAROV	Arora	Bir Singh	26255
ROMANIAN	05	EVELYN DALES	Giurgiev	Jivko	26077
ROMANIAN	10	TONI DI PLACIDO	Dudnic	Raul	26330
RUSSIAN	01	NORMAN WONG	Popovic	Bojan	26005
RUSSIAN	11	RICHARD CARTER	Koropenko	Irina	26339
RUSSIAN	12	DIANE BICKFORD	Kanyarushatsi	Isaac	26179
RUSSIAN	15	JOANNE LUPO	Pawlak	Jolanta	26235
RUSSIAN	15	JOANNE LUPO	Starostina	Natalia	26239
SERBIAN	01	NORMAN WONG	Popovic	Bojan	26005
SERBIAN	05	EVELYN DALES	Giurgiev	Jivko	26077
SERBIAN	10	TONI DI PLACIDO	Dudnic	Raul	26330
SERBIAN	11	RICHARD CARTER	Huskovic	Mirsad	26163
SERBIAN	17	GABI KUBE	Djicic	Maja	
SERBIAN	18	JULIAN KATSAROV	Sehic	Jasmina	26245
SERBIAN	19	MOHAMED HEFNI	Velkov	Dragan	26265
SINHALESE	04	STEPHAN CHIARA	Tesuthasan	Dhirendran Lo	26057
SINHALESE	19	MOHAMED HEFNI	Kenthirarajah	Thambayah	26267
SLOVENIAN	11	RICHARD CARTER	Huskovic	Mirsad	26163
SLOVENIAN	11	RICHARD CARTER	Dresar	Mark	26165
SOMALI	02	MARGARET BLAKE	Nur	Mohamed Os	26027
SOMALI	04	STEPHAN CHIARA	Barkahadle	Ahmed	
SOMALI	06	DALMAR ABDURA	Abocar	Amran	26306
SPANISH	05	EVELYN DALES	Findlay	Richard Norma	26075
SPANISH	09	SANDRA MONACO	Alterman-Pont	Cecilia N.	26327
SPANISH	09	SANDRA MONACO	Vega	Manuel F.	26143
SPANISH	11	RICHARD CARTER	Zelaya	Jose	26336
SPANISH	12	DIANE BICKFORD	Arevalo	Lorna B.	26342
SPANISH	18	JULIAN KATSAROV	Alvarez	Ivone	26369
SUDANESE	07	PETER TILLER	Madibbo	Amal	26105
SWAHILI	02	MARGARET BLAKE	Mavula	Kikwe Diono	26029
SWAHILI	03	ALAIN GIRARD	Nyamoya	Christine	
SWAHILI	10	TONI DI PLACIDO	Jessome	Heather	26145
SWAHILI	15	JOANNE LUPO	Batungwanayo	Alexis	26233
TAGALOG	12	DIANE BICKFORD	Arevalo	Lorna B.	26342
TAGALOG	15	JOANNE LUPO	McAuliffe	Flaviana	26229
TAMIL	04	STEPHAN CHIARA	Tesuthasan	Dhirendran Lo	26057
TAMIL	10	TONI DI PLACIDO	Karun	Raj	26151
TAMIL	14	BRYAN FOULKES	Ponnampalam	Nanthakumar	26213
TAMIL	17	GABI KUBE	Williams	Winston E.	
TAMIL	18	JULIAN KATSAROV	Philip	Anton	26247
TAMIL	19	MOHAMED HEFNI	Kenthirarajah	Thambayah	26267
THAI	03	ALAIN GIRARD	Phiphat	Malichanh	26033
TURKISH	14	BRYAN FOULKES	Kolayni	Farideh	26209
TWI	07	PETER TILLER	Adjin-Tetty	Paul	26111
TWI	12	DIANE BICKFORD	Nunoo	Jennifer	26345

Language	TEAM	Supervisor Name	Last Name	First Name	GREEN EXT
TWI	16	PAUL WATMAN	Gborglah	Goodwin	
UKRANIAN	11	RICHARD CARTER	Koropenko	Irina	26339
UKRANIAN	15	JOANNE LUPO	Starostina	Natalia	26239
UKRANIAN	19	MOHAMED HEFNI	Buyniak	Adriana	26263
URDU	04	STEPHAN CHIARA	Saini	Gursharan Sin	26061
URDU	07	PETER TILLER	Bhatt	Neela	26107
URDU	12	DIANE BICKFORD	Gharwal	Nabila	26187
URDU	17	GABI KUBE	Williams	Winston E.	
URDU	18	JULIAN KATSAROV	Patel	Mohmed Jube	26241
VIETNAMESE	02	MARGARET BLAKE	Quach	Yen	26021
VIETNAMESE	03	ALAIN GIRARD	Nguyen	Thi Ngoc Thuy	26041
VIETNAMESE	14	BRYAN FOULKES	Dihn	Lynda	26223
VIETNAMESE	16	PAUL WATMAN	Dinh	Lisa	
VIETNAMESE	17	GABI KUBE	Dinh	Rosanna	
YIDDISH	08	PETER A. POR	Bellin	Martin	26113

Internal communications

1.0 Background

The Internal Communications program was directed at Statistics Canada employees in Ottawa. Through fun and informative activities, it ensured that Agency employees were aware of the upcoming census. This was important since all employees were potential emissaries for the census collection and promotional efforts with their family members and neighbours.

Each regional office developed and implemented its own internal communications program.

A strategy was developed in November, 1995, to outline how the Census Communications project was going to inform Statistics Canada employees about the census, encourage them to participate and to promote it to their family, friends and colleagues (Appendix 1).

2.0 Countdown Boards

The first internal communications activity was the production and placement of forty countdown boards. This took place approximately two years prior to Census Day in Ottawa, 20 months in the regional offices and nine months for the regional census offices. The boards served as a daily reminder of the time remaining until Census Day and were distributed to the following:

- Regional Offices - Advisory and Operations
- Census Offices - Collection and Communications
- Census Operations - JT 4
- Census Collection - JT 6
- Centralized Edit district office
- Geography - JT 3
- Labour and Household Survey Analysis division - JT 5
- Housing, Family and Social Statistics division - JT 7
- Agriculture - JT 11 and 12
- Communications division - RHC 10
- Methodology - RHC 15

Departmental Secretariat - RHC 26
ACS, Social, Institutions and Labour Statistics - RHC 26
McKim ad agency

To ensure that the number of days remaining was consistent on all forty boards, one person in each area was designated as responsible for re-setting the numbers every morning. In addition, every Monday morning, the Material Coordinator, Census Communications, sent an e-mail message to these individuals to ensure that every week started out with all boards featuring the same number. This system curtailed the inconsistency problems of the 1991 Census count down boards.

3.0 May 14, One Year to Go

On May 9, 1995, there was standing room only in the Simon Goldberg Conference room as Benoit Laroche, the 1996 Census Manager officially announced the one-year countdown to Census Day. This presentation ended the speculation about the scope of the 1996 Census and confirmed its importance to the many census data users. Mr. Laroche highlighted changes in the 1996 Census questionnaire, collection processes, the new date for census and the centralized edit test. He also encouraged employees to spread the census message by discussing the census with friends, family and neighbours. More details on this presentation are available in Appendices 2,3,4 and 5.

The Atlantic region also celebrated the one-year countdown with about 50 employees who gathered for a countdown party. The Regional Director stressed the importance of cooperation and team work and declared everyone a "census ambassador" (Appendix 6).

4.0 Census Open House

The Open House is the most visible activity of the internal communication program. It involved many census staff in its planning and implementation and attracted large numbers of visitors. Holding an open house served several purposes:

- It involved census employees in the promotion of the census by promoting the function of their areas in the census process;
- It created non-census employee awareness of how each step of the census process worked and its relation to the overall process;

- It provided employees with something "in hand" (e.g. posters, lapel pins) that served as promotion and reminder of Census Day.

The 1996 Census Open House was held on Wednesday, February 7, 1996 in the Jean Talon Conference Room. All of the census project areas were represented. Attendance was excellent with approximately 1,600 people visiting between 9:30 a.m. and 2:30 p.m.

4.1 Planning

Census communications reserved the space for the Open House three years in advance, to ensure the availability of the Jean Talon conference room. For set-up and tear-down purposes, the room was reserved for three consecutive days (February 6, 7 and 8). The Jean Talon building was selected as the site for the event because the offices of most Census Projects are located there and because the room itself is open, accessible and has natural light. The date was selected because it was approximately 100 days before Census Day.

A brief presentation on the purpose and basic theme of the open house was given at a Census Management Team meeting. Project Managers were asked to nominate one person from their projects to be responsible for organizing their participation in the exhibit. The first meeting of the organizational group was held in November, 1995. This initial meeting was followed by two further meetings, at which Census Communications coordinated booth design, space requirements, electrical and computer requirements.

All projects had to stay within the budget established by Census Communications for the Open House and all had to use the materials and equipment, including signage commissioned by the Communications project. This was done to ensure consistency. Within these limits, each area determined the nature of its own exhibit. Final approval was the responsibility of Census Communications.

Census Communications also took responsibility for procurement of materials and equipment, such as VCRs, televisions, tables, chairs, etc.

4.2 Participants

The following projects participated in the Open House:

- Content Determination
- Geography
- Data Quality
- Census Collection
- Research and Testing
- Dissemination
- Census of Agriculture
- Centralized Edit
- Census Communications
- Processing & Integration, Text Production

4.3 Signage

Signs were produced for the participating projects and all projects were allowed to keep their signage once the Open House was over. These signs were then used to highlight project locations on the various floors and buildings and were still up in many areas more than a year after Census Day.

Three sizes of signs were produced: **Large Signs** (Headers) - these indicated the project responsible for the activity

- Address Register / Registre des adresses
- Questionnaire
- Collection / Collecte
- Communications
- Centralized Edit / Contrôle centralisé
- Data Quality / Qualité des données

- a) **Small Signs** - these indicated some of the more important tasks or special activities within a project:

- Promotion
- For Sale / À vendre
- Reverse Record Check / Contre-vérification des dossiers
- Vacancy Check / Vérification des logements inoccupés

Certification / Attestation
Coverage Research / Recherche sur la couverture

b) Special Signs

Agriculture (English Leading)*
Agriculture (French leading)*
3 colour logo*

4.4 Promotion

The Open House was promoted using:

- A notice on the ICN's Today at STC;
- Posters at elevators in all buildings (Appendix 7);
- a notice in the Personnel Bulletin (Appendix 8);

Nevertheless, the best means of promoting the Open House proved to be word-of-mouth and the aroma of popcorn. Two popcorn machines were rented from rentalex and operated continuously throughout the day.

4.5 The Census Communications Booth

The Communications booth distributed census promotional items to census and non-census staff. This was the first time that these materials were available and many people lined up to get the posters and pins. Although we had tried to get the cups and t-shirts delivered in time for the Open House, this proved impossible. These items later went on sale in the Reference Centre. Tables were also set up in the lobbies of the Jean Talon and Coats buildings during noon-hours to make it easier for staff to purchase the t-shirts and cups.

The following items were part of the Census Communications display:

- posters - in preparation, a day was set aside prior to the event, to roll posters. Since there were 5 different kinds of posters, each was grouped and assigned a number. One of each numbered poster was displayed at the back of the display

and passers-by had only to ask for the poster by number. Approximately 2,500 posters were rolled, with only a few remaining afterwards.

- other materials such as Teachers Kit, written materials; alternative formats, etc.;
- designated persons handing out Census lapel pins and responding to questions.

4.6 Staffing

Volunteers were scheduled in pairs. One ticket (valid for the purchase of a soft drink from the cafeteria) was given to each person working the machines or staffing the displays. In total, 143 staff from various census areas worked at the event.

4.7 Challenges

- Mugs, T-shirts, bookmarks were not available at the time of the Open House. This limited the selection of "give aways" to posters and pins.
- During the planning stage, there was a strong sense of competition among participants and it was difficult to get each area to subscribe to a common approach. Some areas had very elaborate plans, while others were at a loss as to how to promote their place in the process. Money was also a factor with the "richer" projects having far more options.
- The two popcorn machines and the many computers caused electrical circuits to overload and some time was spent consulting with Public Works to determine correct combinations of machines and outlets. This resulted in "down time" for some displays. In addition, the popcorn machines popped slowly and couldn't keep up with demand.

5.0 Census Day Breakfast

This was a successful event in 1991 and, as a result, was repeated in 1996. Its purpose was to reinforce awareness that May 14 was Census Day through an informal, "fun" event.

The breakfast ran from 7 to 9 o'clock in the Main and Jean Talon cafeterias and involved project managers dressed in aprons serving coffee refills to employees. About 500 people were served (Appendix 9).

5.1 Planning

Preparation for the breakfast began approximately two weeks prior to the event. Each census project manager was contacted by phone to confirm participation and availability. All participants were kept informed of changes to the schedule. Two schedules, one for each cafeteria, were established. Three shifts were created: 6:00 to 7:00 (two persons); 7:00-8:00 (four persons) and 8:00 to 9:00 (four persons). In total 20 project managers participated.

Census Communications staff volunteered as hosts/hostesses for each shift. At a table set up at the entrances of the cafeterias, they welcomed employees and explained the event if they were unaware of it.

Planning also required coordination with cafeteria management regarding menu, pricing and logistics. Cafeteria Management agreed to offer pancakes, syrup with bacon/ham/sausages and coffee with free refills for \$2.

5.2 Promotion

The event was publicized through the ICN and posters at elevators a few days in advance.

5.3 Challenges

- It was not possible to involve senior managers because they were occupied with media interviews.
- Plain white aprons were borrowed from the cafeterias since it was not possible to have aprons with census logos.
- Although the cafeterias were busy, it was difficult to determine whether people were there for the breakfast as advertised or because they were there anyway. Project managers often had to explain what was going on as they re-filled coffee.

- There was difficulty distinguishing who had ordered the census breakfast once people had sat down. As a result, project managers simply gave refills to whoever wanted one.

6.0 Appreciation

The purpose of this event was to thank census employees. It was quite successful, with over 300 people attending.

The event was held on May 14 at 2:00 PM, in the Jean Talon cafeteria and was publicized through an E-Mail message on May 8 from the Census Manager to project managers, then forwarded to all staff (Appendix 10).

Bruce Petrie gave a brief speech thanking employees for their contributions to the census.

6.1 Cakes

Four cakes with the logo were purchased by Census Communications. One cake was used at the appreciation event and three were given to staff at the distribution centre, the print shop and the warehouse. Two other large cakes without logos, were ordered for the event from Lorne Murphy Foods. To contribute to the celebratory atmosphere, Communications purchased balloons with the census logo, in the three census colours (yellow, green and red), and hung them in the cafeteria (Appendix 11).

7.0 Test Your Knowledge

"Test Your Knowledge" was designed as an interactive quiz to promote the census. Two formats were produced: one for internal use within Statistics Canada and one for external use in publications of third party supporters, such as Canada Post.

7.1 Planning

In October, 1995, Census Communications began researching skill-testing questions in four categories: Census of Population; Census of Agriculture (55 questions); History of the Census; and 1991 Census Facts.

7.2 External Format

The external quiz consisted of 100 questions and answers based on 1991 Census data, with some additional general questions. They were available to organizations in hard copy or electronic formats. Users of the questions were able to choose all or part of the questions.

The quiz was mostly used in publications although external use was not widespread. Some agricultural organizations, government departments and regional organizations used the questions. Distribution of these questions in February, 1996, meant that they were too late for many organizations that had already committed to supporting the census. Furthermore, in many cases, organizations had limited space in their publications and could not accommodate the questions.

7.3 Internal Format

This consisted of 70 questions, containing a mixture of historical facts and trivia questions about the 1996 Census.

Starting 100 days prior to Census Day, five questions per week were posted on the ICN (Today at STC). Employees were asked to send their answers via E-Mail to a "Test Your Knowledge" mailbox. Winners received census mugs as "prizes." On average, between 3 - 13 people responded to the questions.

Each morning, responses were reviewed. Results were posted on the ICN.

7.4 Challenges

The process was very labour-intensive. Although the response was good for this kind of promotion, it was usually the same people playing each week, making the selection of winners difficult. Often the same person won more than once.

8.0 Articles in SCAN

Articles appeared in six issues of SCAN. In most cases, census communications staff in either Ottawa or the regional offices prepared the texts. The July 1996 issue was devoted entirely to the census, with a full page of coverage for each region, the national program

and centralized edit. The special issue raised awareness among employees of the scope of activities across the country.

Each regional office was asked to submit text and photographs for this issue, which was edited and laid by the Ottawa office of Census communications.

The following is a list of article titles and the issue in which each appeared:

August, 1995:

Atlantic Region Calls on "Census Ambassadors"
On the Road for the 1996 Census
Meanwhile, Back on the Farm . . . (Census of Agriculture Kick-off)
Full-content 1996 Census Gets Go-ahead

October, 1995:

Census Managers Meet in Ottawa
Quebec Office Welcomes District Managers
"That is the Question"
Prairies Are Spreading the Word

December, 1995:

Centralized Edit Could Mean Big Changes
The 1996 Census, Ontario-style

February, 1996:

Support Grows in Atlantic Canada
Census Adventures in Labrador
Agreement with Métis Federation A First
Pros and Rookies Make for Great Cam Teams
Open House At Quebec Region's Census Office
The Census is Now Being Served

May, 1996:

Agreement Takes Census Data to Next Level
1996 Census Comes Out Into the Open
Prairie Census Offices Open
It's All Part of the Process . . .

July, 1996:

1996 Census Special Issue (8 pages)

9.0 Displays / Banner

9.1 Simon Goldberg Conference Centre display case

Various collection, communications and historic materials were set up in the display case located in the Simon Goldberg Conference Centre for information for employees and visitors attending conferences and meetings. The display was featured from December 1995 to December 1996.

The display contained a prominent logo, questionnaires (population and agriculture), a selection of promotional materials and Focus For the Future issue on census history.

9.2 Statistics Canada Library and the Reference Centre

Both displayed a variety of materials (posters, klings, calendars, tent cards, bookmarks) to promote the census to employees.

9.3 Banner

A large banner was hung on the eastern face of the RH Coats Building to help generate awareness among employees and the general public. A large "national" poster was hung in the Jean Talon lobby since height of the Jean Talon building did not lend it to an outside banner (Appendix 12).

10. Recommendations

a) Recommendations for count down boards

- the boards should be used again in 2001.
- the count down should start about two years prior to Census Day.
- a system should again be put in place to ensure the consistency of the board numbering.
- the 2001 logo in full colour should be used on all the boards.

b) Recommendations for the Open House

- repeat the Open House concept for the 2001 Census.
- ensure that materials for distribution, in addition to posters and lapel pins, are available.
- clear parameters for setting up displays (e.g. location, size of booths, minimum number of computers, etc.) during the initial organizational meeting. Any deviation should be noted and stopped at this point.
- a "test run" of all equipment should be performed during the set-up period to ensure that electrical circuits can accommodate the concurrent operation of all equipment.
- Reserve space for three consecutive days, no later than January, 1998.

c) Recommendations for the Census Day breakfast

- More publicity should be directed at this event.

d) Recommendations for Appreciation events

- Repeat event in 2001.
- Set up a speaker system for speeches.

e) Recommendations for Test your Knowledge

- More participation from employees is required. Different ways of organizing the "Contest" either in terms of publicity, "prizes" or the actual challenge (i.e. something other than skill-testing questions) should be investigated.

f) Recommendations for banners and displays

- Repeat the banner on the RH Coats building. Use a large poster internally for the Jean Talon lobby.
- Repeat the static display in the Simon Goldberg Conference Centre.
- Ensure promotional materials are available to the Statistics Canada library and the Reference Centre.





CENSUS · RECENSEMENT



1996 Census Communications Program

Strategic Framework

Internal Communications

November 1995

1996 Census Communications Program Strategic Framework

Internal Communications

Introduction

This strategic framework outlines how the Census Communications Program will inform Statistics Canada employees about the census, encourage them to participate and to promote the census to family, friends and colleagues.

1. Objectives

The 1996 Census Communications Program will focus on generating a high level of awareness that May 14, 1996 is Census Day and on increasing employee knowledge of the uses of census data and their importance. The Communications Program will:

- inform employees that the 1996 Census is approaching and that they have an opportunity to contribute to its success by making their family, friends and colleagues aware of this important event;
- remind employees about the part the census plays in Canada's social and economic development;
- remind employees of the various uses of census including how the data are used by Statistics Canada employees.

2. Message

The message will be substantially the same as for the general population i.e., everyone counts for the census. In addition, the communications program will highlight how employees contribute, directly or indirectly, to the success of the Census; remind them of the impact of the Census on the work of many areas in Statistics Canada as well as the importance of teamwork. It will also provide them with the information they need to tell their family, friends and colleagues about the Census and, generally, to help spread the word.

3. Approach

The internal communication component of the Census Communications Program will create census awareness among Statistics Canada staff in Ottawa through various and activities. The five regional offices will be responsible for developing their own activities.

4. Activities

The internal communications component will consist of the following activities:

A. Lecture series

A number of presentations, as part of Statistics Canada's lecture series, will take place in the year leading up to Census Day. The presentations will include an address on the 1996 Census by the Census Manager and a presentation on the content of the questionnaire. Other presentations will be planned, as required.

B. Open house

This event is an unique opportunity to make Statistics Canada staff aware of the importance and scope of the Census. In 1991, this event attracted over 1500 people and was judged a success.

The open house will be held on February 7, 1996, from 10 a.m. to 3 p.m., in the Jean Talon Building Conference Room. Each census project will have its own kiosk and a committee composed of representatives from the various census projects will work with the internal communications officer to define the requirements of their kiosk.

The open house will be advertised in the February 1996 edition of *The Bulletin* and on the ICN. An invitation will be sent to all employees. Notices will be posted and leaflets will be distributed on the actual day of the event.

Bruce Petrie, Assistant Chief Statistician, Social, Institutions and Labour Statistics, and Benoit Laroche, 1996 Census Manager, will be involved in various activities during the day.

One kiosk will be set up with refreshments. Posters, calendars, bookmarks, pins, etc. will be available free-of-charge to visitors. Mugs and T-shirts bearing the 1996 Census logo will be on sale and a number of draws will be held during with mugs and T-shirts as prizes.

C. Census Day breakfast

This event will be held in the cafeterias of the Jean Talon and Main buildings on Census Day, Complimentary coffee will be served by Census project managers. Muffins will be sold at a special price (as per an agreement with the manager of Lorne Murphy Foods Ltd.). The event will be promoted with posters, leaflets and an ICN announcement.

D. Appreciation

A brief ceremony to express appreciation for the efforts of census staff will take place at 2:30 p.m. on May 14, 1996, in one of the cafeterias. All employees who worked on the Census will be invited. Cake, coffee, tea and juice will be served. Bruce Petrie and Benoit Laroche will make brief presentations. An invitation signed by Benoit Laroche will be sent to every staff member who worked on the Census.

The Census increases the workload of many areas within Statistics Canada. In appreciation for their efforts, the staff of the mail room, the warehouses will be presented with a cake on May 15, 1996, the day after Census Day.

E. Quiz

There will be a daily census quiz contest beginning 100 days before Census Day with one question asked. The quiz will run on the ICN every day, and participants will have until 3:00 p.m. on the Friday to send us their entries by electronic mail. Entries will be electronically sorted and one winner announced on the Tuesday of the following week. Winners will receive a census mug or a t-shirt (their choice).

F. Other promotional activities

- A large banner with the Census logo will be displayed on the outside of the Coats Building.
- The display centre in Simon A. Goldberg will promote the 1996 Census by displaying census material (questionnaires, communications material, etc.).
- Posters and/or banners will be put up in the foyers of the R.H. Coats and Jean Talon buildings.
- Calendars will be available to all employees, through the Statistics Canada store.

- A short message reminding Statistics Canada employees that the Census is approaching will be displayed when they turn on their PCs on April 30, May 7, May 13 and May 14, 1996.
- Articles in *SCAN*: Articles on the Census and other pre-selected subjects will be published in five consecutive issues of *SCAN*, starting with the August 1995 edition.
- ICN: article from Focus for the future will be put on the ICN and on the internal and external Web.

G. Other promotional activities

Library: tent cards and posters will be displayed and bookmarks will be available to staff and visitors between January and May 1996.

Operations and Integration Division: inserts with publication renewal notices and bills.

Distribution Centre: bookmarks will be available to subscribers and clients who order materials in March, April and May 1996.

Reference Centre: tent cards and posters will be displayed and bookmarks will be available to customers who purchase materials at the counter from January to May 1996. The census logo will appear on their fax cover page and their invoices.

4. Budget

The expected costs of the various activities will be between \$14,000 and \$15,000 and are as follows:

A. Lecture on the content of the questionnaire	
Coffee	\$120-\$150
B. Open house	
Printing of posters or signs on the various projects	\$5,000
Refreshments: popcorn and fruit drinks	\$600

C. Census Day breakfast	
Coffee	\$300-\$400
D. Appreciation	
Coffee, tea and juice	\$400
Cakes	\$300
E. Banner	
Production (14 x 80)	\$7500
Installation & removal	\$1200
Total	\$7,245 - \$7,675

5. Materials required

10,000 bookmarks
1,500 pins
500 mugs with Census logo
250 T-shirts
2000 posters
inserts

6. Evaluation

Each event will be evaluated on its effectiveness when it takes place. In addition, all activities of the Internal Communications component will be covered in the overall evaluation of the Census Communications Program.

Programme de communications du Recensement de 1996

Cadre stratégique

Communications internes

Novembre 1995

Programme de communications du Recensement de 1996
Cadre stratégique

Communications internes

Introduction

Le présent cadre stratégique indique comment le Programme de communications du recensement s'y prendra pour informer les employés de Statistique Canada au sujet du recensement, des les encourager à y participer et à le promouvoir auprès de leurs familles, amis et collègues.

1. Objectifs

- Souligner la tenue prochaine du recensement auprès des employés et la possibilité pour ceux-ci de jouer le rôle d'ambassadeur pour le recensement en aidant à sensibiliser leur entourage ou collègues.
- Rappeler le rôle que joue le recensement dans le développement socio-économique de notre pays.

2. Facteurs

Statistique Canada, par l'entremise du Programme des communications du recensement, vise à informer l'ensemble de la population de la tenue du prochain recensement. Une campagne de sensibilisation de petite envergure auprès du personnel de Statistique Canada apparaît appropriée puisqu'elle permettra de souligner la contribution directe ou indirecte des employés au bon déroulement du recensement et à l'importance du travail d'équipe. De plus, les employés seront à même de mieux informer leur entourage et d'aider à diffuser le message du recensement si ils le désirent.

Les cinq bureaux régionaux sont chargés de développer leur propre campagne et activités.

3. Activités

Voici les activités prévues dans le cadre du Programme de communications internes du Recensement de 1996. Le coût total de ces activités se situera entre 7 000 \$ et 9 000 \$.

A. Conférence sur le contenu du questionnaire

La conférence aura lieu le 12 septembre 1995 à 8 heures 30 dans le Centre de conférences Simon-G.-Goldberg. Pamela White et Benoit Laroche seront les conférenciers. Les employés de Statistique Canada et certaines personnes travaillant dans d'autres ministères ou organismes gouvernementaux seront invités à y assister.

La promotion se fera de façon habituelle, c'est-à-dire au moyen d'affiches, d'une annonce dans le RCI et d'un envoi de lettres à certains ministères et organismes gouvernementaux.

B. Portes ouvertes

Cette activité aura lieu le 7 février 1996 de 10 heures à 15 heures dans la salle de conférences de l'immeuble Jean-Talon.

Bruce Petrie, statisticien en chef adjoint, Statistiques sociales, des institutions et du travail, et Benoit Laroche, chef du recensement, feront de courtes présentations à l'ouverture de l'événement, ou plus tard au cours de la journée. L'événement sera annoncé dans le numéro de février 1996 du *Bulletin du personnel* et, quelques jours avant l'événement, dans le RCI. On apposera des affiches et on distribuera des dépliants le jour même de l'événement.

Un comité composé de représentants de chaque projet sera chargé de coordonner leur participation à la journée Portes ouvertes.

Des affiches, des calendriers du recensement et des épinglettes seront offerts aux visiteurs. Des tasses et des T-shirts portant le logo du Recensement de 1996 seront mis en vente pendant la journée. Quelques tirages auront lieu au cours de la journée; on donnera des tasses et des T-shirts en prix.

C. Déjeuner – matin du recensement

Cet événement se déroulera dans la cafétéria de l'immeuble Jean-Talon et dans celle de l'immeuble Principal le 14 mai 1996, jour du recensement. Le café sera offert gratuitement et servi par des chefs de projet du recensement. Les muffins seront vendus à un prix spécial (entente avec le gérant de Lorne Murphy Foods Ltd.).

La promotion de cet événement se fera par des affiches, des dépliants et dans le RCI.

D. Thé

Une petite cérémonie de remerciement pour le personnel du recensement aura lieu le 14 mai 1996 vers 14 heures 30 à l'une des cafétérias. Tous les employés qui ont travaillé pour le recensement seront invités. Du gâteau, du café, du thé et des jus seront servis. Bruce Petrie et Benoit Laroche feront de courtes présentations. Une invitation signée par Benoit Laroche sera envoyée à chaque employé travaillant au recensement.

E. Affiches

Des affiches seront apposées dans le hall des immeubles R.-H.-Coats et Jean-Talon.

F. Jeu-questionnaire

Mars 1996 : Début du jeu-questionnaire. Un maximum de trois questions seront posées. Le jeu aura lieu une fois par semaine les mardis et les participants auront jusqu'au vendredi de la même semaine pour nous faire parvenir leurs réponses. Celles-ci pourront nous être envoyées par courrier électronique (ligne spéciale), par courrier interne ou en main propre. Une ou deux gagnants seront choisis au hasard parmi les personnes qui auront fournies les bonnes réponses. Le jeu durera six semaines. Les gagnants se verront attribuer une tasse du recensement plus un café ou un jus gratuit par jour pendant un mois (entente avec Lorne Murphy Foods Ltd.).

G. Rappel automatique et autres activités de promotion

- Rappel automatique : un court message rappelant la tenue prochaine du recensement apparaîtra à la mise en marche des ordinateurs personnels des employés de Statistique

Canada. Ce message apparaîtra les mardis 30 avril et 7 mai, ainsi que les 13 et 14 mai 1996.

- Articles dans Scan : des articles dont les sujets sont déjà déterminés et d'autres articles portant sur le recensement seront publiés dans les cinq prochains numéros de Scan, commençant avec celui d'août 1995.

- Kiosque du Centre de conférences Simon-A.-Goldberg : le contenu du présentoir devrait être prêt pour septembre 1995.

- Signets :

- Bibliothèque : les signets seront disponibles entre janvier et mai 1996.
- Division de la diffusion : les signets seraient disponibles en avril et mai 1996 dans le cas d'abonnement ou commandes.
- Centre de référence : les signets seraient disponibles en avril et mai dans le cas d'achats au comptoir.

- Annonces : ententes avec les divisions spécialisées afin de publier une annonce sur la page de couverture arrière du numéro de printemps 1996 de TSC, Perspectives, OEC et Catalogue de 1996.

- Calendriers : stock régulier.

- Logo du recensement et autres outils de promotion : sur la page couverture du télécopieur du Centre de référence.

- Remerciements : en guise de remerciements, le personnel de la salle de courrier, des entrepôts et de la Division des communications recevra un gâteau le 15 mai 1996, le lendemain du recensement.

4. Prévisions budgétaires

Le coût pour chaque activité a été évalué comme suit :

A. Conférence sur le contenu du questionnaire	
Café	120-150 \$
Interprètes	---
B. Portes ouvertes	
Affiches ou pancartes des divers projets -- imprimeur	5 000 \$
Friandises : mais soufflé et boissons fruitées	600 \$
C. Déjeuner – matin du recensement	
Café	300-400 \$
Muffins (prix de détail - prix de gros x nombre de muffins – exemple : 65 cents x 500)	325 \$
D. Thé	
Café, thé et jus	400 \$
Gâteaux	150 \$
E. Bannière	
Production (10,00 \$ le pied carré)	---
Installation	200 -500 \$
F. Jeu-questionnaire sur le RCI	

G. Rappel automatique et autres activités de promotion	

Remerciements (gâteaux)

150 \$

Total 7 245 -7 675 \$

5. Matériel nécessaire

10 000 signets

1000 épinglettes

500 tasses avec le logo du recensement

250 T-shirts

6. Évaluation

Les activités seront évaluées au fur et à mesure qu'elles auront lieu afin d'en déterminer la pertinence. De plus, dans le cadre de l'évaluation du Programme de communications du recensement, l'ensemble des activités du Programme de communications internes du recensement seront évaluées.

So

What's happening with the 1996 Census?

With one year to go before the next national Census, we face many new initiatives, issues and challenges. Here's your chance to find out about the latest developments for the 1996 Census, including what's been done to date and what's planned for the coming year.

Alors...

Qu'est-ce qui se passe avec le Recensement de 1996 ?

Dans un an, on mènera le prochain recensement national. Plusieurs nouveaux défis se présentent de même que de nouvelles initiatives. Profitez de cette occasion pour avoir les dernières nouvelles du Recensement de 1996, y compris ce qui a été fait jusqu'à maintenant et ce qui reste à faire.

Benoit Laroche

1996 Census Manager

May 9, 1995
8:30 a.m.

Simon A. Goldberg
Conference Centre
R.H. Coats Building

The presentation will be given in English and French. Simultaneous translation and sign language interpretation will be provided.

Sponsored by the Communications Division

Details are available on Statistics Canada's Internal Communications Network (ICN) or from Amelia Gomez at 951-1118.

Chef du Recensement de 1996

Le 9 mai 1995
8 h 30

Centre de conférences
Simon-A.-Goldberg
Immeuble R.-H-Coats

La conférence sera présentée en anglais et en français. Les services d'interprétation simultanée et gestuelle seront disponibles.

Commanditée par la Division des communications

Pour plus d'information, consultez le Réseau de communications internes (RCI) ou communiquez avec Amelia Gomez au 951-1118.

Note for the ICN / note pour le RCI

So

What's happening with the 1996 Census?

With one year to go before the next national Census, you are invited to attend a presentation on May 9th to learn more about the 1996 Census. Benoit Laroche, the 1996 Census Manager, will explain what's been done to date and what is planned for the coming year.

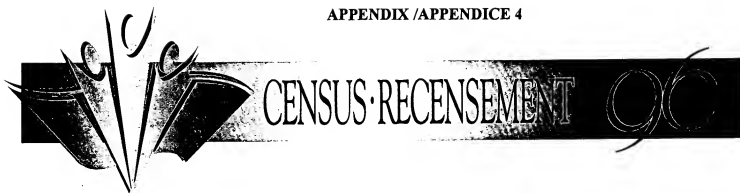
This lecture is sponsored by Communications Division and will be given in English and French with simultaneous translation and sign language interpretation. The lecture starts at 8:30 in the Simon Goldberg Conference Room and coffee is served at 8:15.

Alors...

Qu'est-ce qui se passe avec le Recensement de 1996 ?

Dans un an, on mènera le prochain recensement national. Vous êtes invité à participer à une présentation le 9 mai pour avoir les dernières nouvelles du Recensement de 1996. Benoit Laroche, chef du Recensement, présentera ce qui a été fait jusqu'à maintenant et ce qui reste à faire.

Commanditée par la Division des communications, cette conférence sera présentée en français et en anglais. Les services d'interprétation simultanée et gestuelle seront disponibles. La conférence commencera à 8 h 30 au Centre de conférences Simon-A.-Goldberg et le café sera servi à 8 h 15.



MAJOR MILESTONES

- | | |
|---|---------------------------------|
| 1. Strategic Planning Conferences | April 1991 |
| 2. National Census Test | November 1993 |
| 3. Cabinet Approval | May/June 1995 |
| 4. Submit Content for Governor in Council Approval | May/June 1995 |
| 5. Questions Gazetted | July 1995 |
| 6. Finalize Questionnaire Package for Printing | May 1995 |
| 7. Start Printing/Inserting Questionnaire Package | July 1995 |
| 8. Printing/Inserting Questionnaire Package Completed | February 1996 |
| 9. Finalize Procedures Manuals (Collection) | October 1995 |
| 10. Delivery of Collection Map Packages to R.O.s | November 1995 |
| 11. Early Enumeration in the North | March 1996 |
| 12. CENSUS DAY | MAY 14, 1996 |
| 13. Population Counts File from Processing to Dissemination | December 1996 |
| 14. 2A Database from Processing to Dissemination | January 1997 |
| 15. 2B Database from Processing to Dissemination | February 1997 to September 1997 |
| 16. Public Release of Population Counts | March 1997 |
| 17. Public Release of 2A Data | June 1997 |
| 18. Public Release of 2B Data | October 1997 to May 1998 |





ÉTAPES PRINCIPALES

- | | |
|--|-------------------------------|
| 1. Conférence sur la planification stratégique | avril 1991 |
| 2. Test du recensement national | novembre 1993 |
| 3. Approbation par le Cabinet | mai/juin 1995 |
| 4. Présentation du contenu pour approbation par le gouverneur en conseil | mai/juin 1995 |
| 5. Parution des questions dans <i>La Gazette du Canada</i> | juillet 1995 |
| 6. Parachèvement des questionnaires en vue de l'impression | mai 1995 |
| 7. Début de l'impression et de l'insertion des questionnaires | juillet 1995 |
| 8. Fin de l'impression et de l'insertion des questionnaires | février 1996 |
| 9. Parachèvement des manuels des procédures (collecte) | octobre 1995 |
| 10. Livraison aux BR des cartes nécessaires à la collecte | novembre 1995 |
| 11. Dénombrement anticipé dans le Nord | mars 1996 |
| 12. JOUR DU RECENSEMENT | 14 MAI 1996 |
| 13. Envoi du fichier des chiffres de population du traitement à la diffusion | décembre 1996 |
| 14. Envoi de la base de données 2A du traitement à la diffusion | janvier 1997 |
| 15. Envoi de la base de données 2B du traitement à la diffusion | février 1997 à septembre 1997 |
| 16. Diffusion des chiffres de population | mars 1997 |
| 17. Diffusion des données 2B | octobre 1997 à mai 1998 |

Full-content 1996 Census gets go-ahead

It was standing-room only in the Simon Goldberg Conference Centre May 9 as 1996 Census Manager Benoit Laroche officially announced the one-year countdown to Census Day on May 14, 1996.

Benoit's announcement of the go-ahead for a full-content census put an end to months of speculation about the scope of the 1996 Census and confirmed its importance to many census data users.

Concern over the feasibility of the planned full-content 1996 Census mounted last winter when Treasury Board allotted only enough money for a basic census. The scope remained uncertain for several months while plans to obtain alternative funding were considered. Social Institutions and Labour Statistics ACS Bruce Petrie "just didn't accept the decision," said Benoit.

Mr. Petrie took it upon himself to find the means to conduct a full-content national census. The necessary resources were finally obtained late this spring through commitments from other federal departments who are major users of census data. In the current climate of spending restraint and recent budget cuts, such an extraordinary commitment demonstrates "the importance of the census to data users and to their programs," said Benoit.

New for 1996

Benoit highlighted several changes for next year. "Each census has its own innovations, and the 1996 Census has several."

To address privacy concerns, a new collection methodology called "centralized edit" will be tested in 10 federal electoral districts in southeastern Ontario, including Ottawa. If successful, it will be extended for the 2001 Census.

With centralized edit, questionnaires will be identified with a bar code and distributed by mail instead of dropped off by a census representative. The big difference is that questionnaires will be mailed back to district offices rather than to a census representative who may know the respondent.

The second notable change is the new date: Census Day is May 14 in 1996, which is three weeks earlier than the June 4 date in 1991.

This change will make it easier to enumerate respondents moving around June 1. Since drop-off and mail-back will take place during the same month, there will be less likelihood of census forms being lost during a move and no need for the

census representative to supply a second form. Another advantage is that follow-up will be conducted in June, before many people leave for their summer vacation.

But Benoit added to laughter that an even more important reason for switching to May 14 is "because the first week of June is the week I usually go fishing."

Many bridges to cross

Benoit also pointed out some of the challenges faced by the 1996 Census team. For example, the continuing effort to balance information demands with spending limitations has again led to extensive consultations. About 1,000 organizations were asked for their views on the type and extent of information they wanted from the 1996 Census.

Given the need to maintain a minimal response burden, any questions added to the questionnaire have been offset by dropping other questions.

To make the census more understandable for people with literacy problems and newly arrived immigrants, the census package explains in plain language why questions are asked and how census data are used.

The census team also wants to improve or at least maintain coverage since better coverage means more accurate data.

"Like all surveys at Statistics Canada, the census is a team effort," Benoit reminded the audience. "All employees should participate, not just the census team."

He encouraged everyone to spread the census message by discussing it with friends, family and neighbours. People should be reminded about the confidentiality of census information, which is protected by law. Census mugs and T-shirts will be for sale in 1996, and employees who want to make a presentation on the census to an association or organization can obtain background information from Census Communications (10-B, RHC).

This is the first time Benoit has participated in a one-year kick-off as Census Manager. Over some 20 years, Benoit has worked on six censuses, filling positions from Project Manager of Output to Project Manager of Collection. He brings a wealth of knowledge and experience to his present job.

The 1996 Census will be Canada's 18th national census since Confederation, 330 years after the first census conducted by Jean Talon.

Hana Vuker

Le recensement intégral est lancé

Le 9 mai dernier, c'est devant une salle comble au centre des conférences Simon-A.-Goldberg que Benoît Laroche, chef du Recensement de 1996, a officiellement annoncé le compte à rebours d'une année d'ici le jour du recensement, soit le mardi 14 mai 1996.

L'annonce de M. Laroche sur la tenue d'un recensement intégral a effacé des mois d'incertitude quant à l'emergence du prochain recensement et a confirmé son importance aux yeux de nombreux utilisateurs de données du recensement.

Puisqu'un recensement intégral était planifié pour 1996, certaines inquiétudes ont vu le jour lorsque, l'hiver dernier, le Conseil du Trésor a éliminé les fonds nécessaires pour tenir un recensement de base seulement. Pendant plusieurs mois, l'emergence du recensement a été au centre des préoccupations, alors que d'autres plans pour obtenir du financement étaient envisagés. Toutefois, comme l'a souligné M. Laroche, Bruce Patrie, statisticien en chef adjoint du Secteur de la statistique sociale, des institutions et du travail, «n'a tout simplement pas accepté cette décision».

M. Patrie a pris sur lui de trouver les moyens pour mener un recensement national intégral, et ses efforts ont porté fruit. Les ressources nécessaires à la tenue d'un recensement intégral ont été obtenues tard au printemps lorsque d'autres ministères fédéraux — d'importants utilisateurs de données du recensement — se sont engagés à contribuer. Un tel engagement de leur part, en dépit de la période actuelle de restrictions budgétaires, montre bien à quel point le recensement est important pour les utilisateurs de données et pour le fonctionnement de leurs programmes.

Les nouveautés de 1996

M. Laroche a non seulement rassuré tout le monde au sujet de l'emergence du recensement, mais il a aussi annoncé certains changements qui affecteront. «Chaque recensement comporte des innovations, disait-il, et celui de 1996 en compte plusieurs».

Dans le but de donner suite aux préoccupations sur la protection de la vie privée, le contrôle centralisé, une nouvelle méthode de collecte, sera mis à l'essai dans 10 circonscriptions électORALES fédérales du sud-est de l'Ontario, incluant Ottawa. S'il est couronné de succès, l'application du contrôle centralisé sera étendue lors du Recensement de 2001.

Dans le cadre du contrôle centralisé, les questionnaires seront identifiés avec un code à barres et distribués par le poste, au lieu de l'être par le recenseur. Le fait que les questionnaires soient retournés aux bureaux de district, plutôt que chez un recenseur qui pourrait connaître le répondant, constitue la principale différence de cette méthode.

La nouvelle date du jour du recensement — le 14 mai 1996 — constitue un autre changement important prévu pour le Recensement de 1996, qui sera tenu trois semaines plus tôt que celui de 1991, qui avait été mené le 4 juin. Ce changement facilitera le dénombrement des répondants qui déménagent autour du 1^{er} juin.

Puisque la distribution et la revue des questionnaires de recensement se feront au cours du même mois, il y a moins de risques que des questionnaires soient égarés durant un déménagement, ce qui signifie moins de

deuxièmes questionnaires à distribuer par le recenseur. En outre, le suivi aura lieu durant le mois de juin, soit avant que les gens quittent la maison pour les vacances.

«Mais une raison encore plus importante pour avancer la date au 14 mai, nous a évoqué M. Laroche souriant en coin, c'est que la première semaine de juin, c'est le semaine où je vais habituellement à la pêche.»

De nombreux défis

M. Laroche a également fait mention des défis qui attendent l'équipe du Recensement de 1996. Par exemple, les efforts constants déployés dans le but de concilier le demandeur de renseignements et la nécessité de réduire les dépenses ont une fois de plus mené à d'importantes consultations, durant lesquelles environ 1 000 organisations ont été consultées. Ces consultations visent à connaître leur point de vue sur le type et la portée des renseignements qui devraient être recueillis dans le cadre du Recensement de 1996.

Étant donné la nécessité de maintenir au minimum le fardeau de réponse, pour toute nouvelle question ajoutée au questionnaire, une autre question doit être supprimée. Dans le but de rendre le recensement plus accessible aux personnes moins habiles en lecture et aux nouveaux immigrants, la trousse du recensement explique dans un langage simple pourquoi les questions sont posées et comment les données du recensement seront utilisées.

De plus, l'équipe du recensement tente d'améliorer, ou du moins de maintenir, la qualité de la couverture, puisqu'une meilleure couverture est synonyme de données plus précises.

«Comme toutes les enquêtes de Statistique Canada, le recensement exige un travail d'équipe, et tout le personnel doit participer, pas seulement l'équipe du recensement», a tenu à préciser M. Laroche.

Il a terminé sa présentation en encourageant les employés de Statistique Canada à diffuser le message du recensement en discutant avec leurs amis, leurs parents et leurs voisins, en s'assurant de leur parler de la confidentialité des renseignements du recensement, qui sont protégés par la loi. Ils peuvent d'ailleurs obtenir des feuilles d'information sur le recensement auprès du personnel des Communications du recensement (RHC, 10B) s'ils désirent faire une présentation devant les membres d'une organisation. Pour promouvoir le recensement, les employés peuvent aussi acheter une tasse ou un t-shirt du recensement (produits qui seront offerts en 1996).

La présentation du mois de mai dernier était la première de Benoît Laroche en tant que chef du recensement. Au cours d'une période de quelque 20 ans, M. Laroche a travaillé à six recensements, occupant des postes allant de chargé de projet du traitement à chargé de projet de la collecte. M. Laroche amène donc un impressionnant bagage de connaissances et d'expérience avec lui.

Le Recensement de 1996 sera le 18^e recensement national du Canada depuis le Confédération, 330 ans après le premier recensement mené par Jean Telon.

Hans Vulkan



Atlantic region calls on "census ambassadors"

Over 50 employees from the Atlantic Regional Office gathered in May for a one-year-to-go countdown party to the 1996 Census.

Director **Joanne Hughes** introduced the census team and asked everyone for their full support of this important project. She also emphasized—particularly for staff who've joined the Agency since 1991—the size and scope of the

census, adding that planning has been under way for several years and has now entered a peak phase for the next year or so.

Joanne also outlined the potential impact of the census on all sections in the regional office and stressed the importance of co-operation and team work, declaring that everyone is now a "census ambassador."



Anne Coulter, Assistant Director of Census Collections in the Atlantic Regional Office, cuts the "countdown" cake while other census team members look on: (L to R) **Bob Racine**, Census District Manager, New Brunswick and PEI; **Doug McLellan**, Regional Census Manager, Maritimes; **Keith Matheson**, Regional Communications Manager; **Linda O'Toole**, Staff Services Supervisor; **Jeanne Bannister**, Administrative Assistant; and (absent from the photo) **Pat Connors**, Regional Census Manager, Newfoundland and Labrador.

LE 14 MAI  MAY 14

RECENSEMENT · 1996 · CENSUS

La région de l'Atlantique fait appel aux «ambassadeurs du recensement»

Plus de 50 employés du bureau régional de la région de l'Atlantique se sont réunis en mai pour fêter le déclenchement du compte à rebours devant conduire, dans un an, au Recensement de 1996.

La directrice, **Joanne Hughes**, a présenté l'équipe du recensement et demandé le soutien de tous pour cette grande entreprise. Elle a également souligné — à l'attention particulière du personnel recruté après 1991 — la taille et l'étendue du recensement, ajoutant que

la planification était en cours depuis plusieurs années et venait d'entrer dans une phase d'intense activité qui devrait durer environ un an.

Joanne a également décrit l'incidence possible du recensement sur toutes les sections du bureau régional et a insisté sur l'importance de la collaboration et du travail d'équipe, déclarant que chacun est maintenant un «ambassadeur du recensement».



Anne Coulter, directrice adjointe — Collecte du recensement, bureau régional de l'Atlantique, coupe le «gâteau du compte à rebours» sous le regard d'autres membres de l'équipe du recensement : (de g. à d.) **Bob Racine**, chef régional du recensement, Nouveau-Brunswick et Île-du-Prince-Édouard; **Doug McLellan**, chef régional du recensement, Maritimes; **Keith Matheson**, chef régional des communications; **Linda O'Toole**, responsable des services aux employés; **Jeanne Bannister**, adjointe administrative; et **Pat Connors** (qui n'est pas sur la photo), chef régional du recensement, Terre-Neuve et Labrador.

**Count
yourself
in...**

**Soyez
du
nombre . . .**

**AT THE
1996 CENSUS
OPEN HOUSE**

**À LA JOURNÉE PORTES
OUVERTES SUR LE
RECENSEMENT DE 1996**

**February 7
9:30 to 2:30**

**7 février
9 h 30 à 14 h 30**

**Jean Talon
Conference
Room**

**Salle de
conférence
du Jean-Talon**

**For more
information,
contact
Anne Beutler
at 951-2801.**

**Pour de plus amples
renseignements,
contactez
Anne Beutler
au 951-2801.**

Official Languages

French Writing Contest

March 20 to March 26, 1996 is *La semaine de la francophonie*, which celebrates one of our two official languages. To highlight this event, the Official Languages and Translation Division invites all STC employees, both Anglophones and Francophones, to participate in a French writing contest. This contest will have two categories: French as a first language and French as a second language. You may write either a poem or a short story (maximum of 1,000 words for a short story) on one of the following themes which will have to be used in your title: Amour, Voyage, Beauté, Bonheur, Tristesse, Culture.

Are you interested? Would you like to put your writing talents to the test? If so, send your poem or short story by internal mail to the French Writing Contest Committee, Official Languages and Translation Division, Room 2709, Main Building, or by electronic mail to Paulette Beaudette. **The deadline is March 26, 1996.**

Prizes will be awarded for the best poem and the best short story in French as a first language and in French as a second language. So please indicate if French is your first or second official language. Would you also provide us with your phone number and the name of the division for which you work.

For more information, please call Paulette Beaudette at (613) 951-2416.

1996 Census

The 1996 Census Open House - February 7

Census staff are gearing up for the rapidly approaching Census Day on May 14th. Drop by the **1996 Census Open House** to learn what's new for the upcoming census and discover how the various project teams work together to ensure the success of this enormous undertaking.

Just follow the smell of the popcorn to the Jean Talon Conference Room on February 7 between 9:30 a.m. and 2:30 p.m. for your chance to explore the census through displays, video and interactive media. This will also be a great time to buy your 1996 Census mug and T-shirt.

2. Langues officielles

Concours de rédaction en français

Du 20 au 26 mars 1996, c'est *la Semaine de la francophonie*, qui célèbre une de nos deux langues officielles. Afin de souligner cet événement, la Division des langues officielles et de la traduction invite tous les employés de Statistique Canada, francophones et anglophones, à participer à un concours de rédaction en français. Ce concours comprendra deux catégories : français - langue première et français - langue seconde. Vous pouvez rédiger soit un poème, soit une nouvelle (maximum de 1 000 mots pour une nouvelle). On vous demande aussi d'utiliser un des thèmes suivants qui devra figurer dans votre titre : Amour, Voyage, Beauté, Bonheur, Tristesse, Culture.

Cela vous intéresse? Vous aimeriez mettre vos talents d'écrivain à l'oeuvre? Faites donc parvenir votre poème ou nouvelle, avant le 26 mars 1996, au Comité du concours de rédaction en français, par courrier interne, à la Division des langues officielles et de la traduction, pièce 2709, immeuble Principal, ou par courrier électronique, à Paulette Beaudette.

Des prix seront décernés aux auteurs du meilleur poème et de la meilleure nouvelle en langue première et en langue seconde. Veuillez alors indiquer si le français est votre première ou deuxième langue officielle. Pourriez-vous aussi nous fournir votre numéro de téléphone et le nom de la division pour laquelle vous travaillez.

Pour plus de renseignements, veuillez communiquer avec Paulette Beaudette au (613) 951-2416.

3. Recensement de 1996

Le 7 février est la Journée portes ouvertes sur le Recensement de 1996

De nombreux employés se préparent à l'approche rapide du recensement, qui aura lieu le 14 mai. Venez les encourager à la **Journée portes ouvertes sur le Recensement de 1996** et découvrez les nouveautés du recensement et la façon dont les diverses équipes unissent leurs efforts pour assurer le succès de ce projet d'envergure.

Le 7 février, de 9 h 30 à 14 h 30, suivez l'odeur du maïs soufflé et rendez-vous à la salle de conférences de l'immeuble Jean-Talon. Les expositions, les présentations vidéo et le matériel interactif vous permettront d'explorer tous les aspects du recensement. Vous pourrez également vous procurer une tasse ou un T-shirt du Recensement de 1996.

CENSUS · 1996 · RECENSEMENT

*Count Yourself In!**Soyez du nombre!*

**Census Day
Breakfast ·
May 14**

7 a.m. to 9 a.m.

Pancakes and bacon,
sausage or ham:

\$2

(Free coffee with breakfast)

**Jean Talon and Main
Building cafeterias**

**Déjeuner du Jour
du recensement ·
le 14 mai**

7 h à 9 h

Crêpes et bacon, ou
saucisses ou jambon :

2 \$

(café gratuit avec le déjeuner)

**Cafétérias du Jean-Talon
et du Principal**

Statistics
CanadaStatistique
Canada

Canada

APPENDIX/APPENDICE 10

From: Fleury, Anne-Marie
Sent: Wednesday, May 08, 1996 7:57 AM
To: Rossiter, Jeff; Saumure, Renée
Subject: FW: Census Day Invitation/ Jour du recensement- Invitation
Importance: High

You are invited to celebrate/ Vous êtes tous et toutes invitées à venir célébrer.

From: Laroche, Benoit
To: 1996 Census Manage. Team-CCAP; 1996 Census Steer. Comm.-CCAP; Trudel, Jean-Paul; Cyrenne, Solange; McKellar, Iain
Subject: Census Day Invitation/ Jour du recensement- Invitation
Date: Thursday, May 02, 1996 12:05PM

Le français suit l'anglais

I would like to thank you and your staff for your hard work on the 1996 Census. Your efforts toward making the Census a success are greatly appreciated.

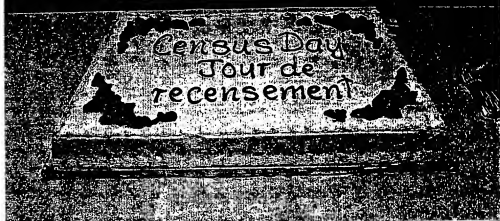
On May 14, you and your staff working on the census are invited to join me for cake, beverages and some socializing to mark Census Day. I look forward to seeing you at 2:00 p.m. in the Jean Talon cafeteria.

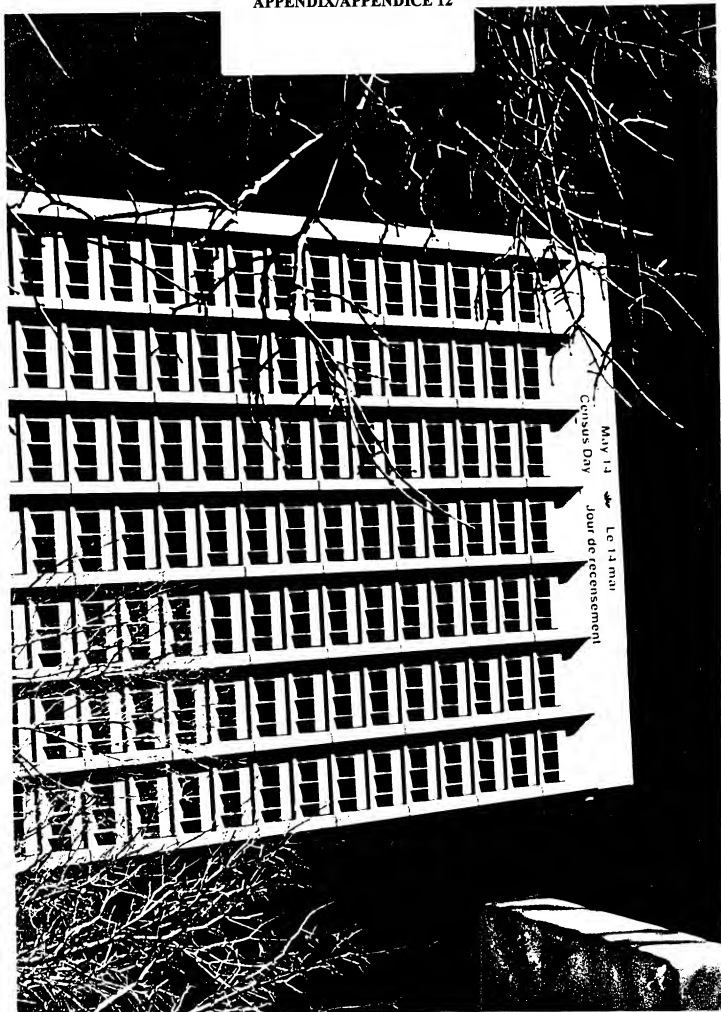
I am counting on you to transmit this invitation to your staff.

J'aimerais vous remercier vous et le personnel de votre division du travail considérable que vous avez accompli dans le cadre du Recensement de 1996. Votre contribution à la réussite du recensement est très appréciée.

Le 14 mai, je vous invite ainsi que vos employé(e)s travaillant au recensement à venir prendre du gâteau et un breuvage ainsi qu'à rencontrer vos collègues à l'occasion de la journée du recensement. Je vous attends tous à 14 h à la cafétéria de l'immeuble Jean-Talon.

Je compte sur vous pour transmettre cette invitation à vos employé(e)s.





1996 Census of Agriculture

1.0 Background

The 1996 Census of Agriculture (CEAG) Communications Program was conducted as an integrated component of the Census of Population Communications Program. Head Office was responsible for the national CEAG communications program and the Centralized Edit area while each Regional Office was responsible for their region.

The purpose of the program was to make farm operators aware of the date the census would be conducted, reasons why the Census of Agriculture was important and ways in which the data are used. The program also encouraged operators to complete their forms accurately and promptly, and assured them that their responses were confidential.

Farm operators had to complete a Census of Population questionnaire as well as a Census of Agriculture questionnaire. It was therefore important that the messages for the agriculture component be consistent with those from the Census of Population.

Since the Census of Agriculture was an integrated component, it allowed materials and services to be produced and delivered in a more efficient and cost-effective manner. Dealings with regional communications staff were also easier and streamlined.

2.0 Issues

The new census date had a significant impact on the communications program. While organizations representing farmers remained supportive of the census, resistance occurred primarily at the individual farmer level.

Despite the cancellation of three Statistics Canada surveys and the rescheduling of two others, response burden continued to be an issue.

As in previous censuses, privacy and confidentiality continued to be an issue in rural areas. The local enumerator issue affected willingness to provide information not only for the Census of Agriculture but for the Census of Population.

Proactive steps were taken to include information and/or explanations in all written materials.

These issues directly affected regional communications and collections programs more than at the national level.

3.0 Resources

Census Communications received funding of \$414,283 from the Census of Agriculture for fiscal years 1995/96 and 1996/97. This funding covered activities at both the national and region level / centralized edit and included paid advertising, printing, translation, exhibits, etc. Specific details are available in the project Section 3, Administration.

1996 Communications resources - 1995/96 to 1996/97

Fiscal Year	Person Days	Salary \$	Non-salary \$
1995/96	564	116,739	143,953
1996/97	229	45,060	108,531
Total	793 (3.6 py)	161,799	252,484

The \$414,283 provided by the Census of Agriculture was split as follows:

Project	Person days	Salary \$	Non-salary \$
2031	21	3,477	28,173
2359			12,000
2364	55	10,059	48,931
2365			176,339
Regional Offices	717	148,263	104,811
Total	793	161,799	370,254
Resources provided	793	161,799	252,484
Difference	---	---	117,770

Census of Agriculture also provided one encumbered IS 3 resource. Census of Communications provided space and a computer (rental) for this individual.

The costs of providing a communications program for the Census of Agriculture were greater than the resources provided in all areas. Although the resources for a part-time agriculture person were provided for each of the regions, no resources were provided for the supervision of this person. This was also the case of the person provided in Ottawa. In addition, the resources provided for the agriculture person allowed little timing for planning and development but rather were just sufficient for implementation. In some cases, the resources were for a couple of months and only worked because the regions hired people with skills suitable to both agriculture and population.

4.0 Third Party Support

Third-party support once again proved to be an essential component of the communications program. It was a cost-effective method of publicizing the census by utilizing the existing communications vehicles of agricultural organizations. Third-party support included all levels of government as well as corporations and associations. Agricultural associations were the key support group since they are associations with active memberships. These groups were able to reach large sections of the agricultural sector and their endorsement of the census provided additional legitimacy to the census message.

The majority of support was provided in the form of articles and distribution of census materials to members. Trade shows, annual meetings and the Internet also provided unique opportunities to promote the census.

4.1 Planning Process

The 1996 communication approach was the same as the Census of Population in that it was more streamlined than that in 1991. Sufficient time was allowed to carefully select which organizations to contact. Mailing lists were prepared based on a clear understanding of the purpose, mandate and membership of organizations. Most of these groups were data users and therefore had a stake in the success of the census.

The program from Head Office focused on requesting support from national agricultural organizations whose head offices were located in the Centralized Edit area. Most national organizations are headquartered in Ottawa. The Regional Offices contacted national organizations whose head offices were outside Centralized Edit.

During the Spring and Summer of 1995, Head Office identified large national organizations located in the National Capital Region that were to receive a letter from the Chief Statistician requesting support. Each regional office also identified organizations and submitted a list to Head Office.

4.2 Mailing

A letter from the Chief Statistician was sent on August 31, 1995 to 80 agricultural organizations across Canada (Appendix 1). The mailing list consisted of:

- major national associations;
- provincial associations representing major farm commodities and farmer groups;
- national associations representing commodities appearing on the Census of Agriculture questionnaire for the first time (e.g. Canadian Christmas Tree Growers Association, Canadian Hatchery Federation, Canadian Venison Council, Canadian Ostrich Association); and
- national associations representing relatively new enterprises (e.g. Canadian Emu Association, Canadian Rhea Association).

The breakdown by region was: Atlantic 14, Quebec 2, Centralized Edit 18, Ontario 11, Prairies 27 and Pacific 8.

Each letter was followed up by the Agricultural information officer. At that time kits (Appendix 2) were provided as well as additional information. Appendix 3 lists the support activities provided by the associations contacted.

5.0 Government, Agriculture and Agri-Food Canada

As part of the Census of Population Communications Program, a letter from the Chief Statistician was sent on August 31, 1995 to the Deputy Minister of Agriculture and Agri-Food Canada. The department is the largest user of Census of Agriculture data.

A letter from the Director, Communications Division was sent on October 16, 1995 to the Director General, Communications Branch, Agriculture and Agri-Food Canada. A meeting with the department's Communications Branch managers took place on October 5, 1995 to discuss potential census activities. The department produced a communications plan on October 27, 1995 and participated in 9 activities (articles in newsletters, and inserts in producer mailings) which resulted in over 250,000 hits.

6.0 Annual meetings

Head Office prepared a list of annual meetings for the agricultural organizations which had received the Chief Statistician's letter. The time frame for these meetings was June 1995 - May 1996. The meetings were grouped by province and e-mailed to the Regional Offices.

The list of annual meetings for agricultural organizations was extremely useful. Head Office and the Regional Offices found it to be an essential tool in planning and implementing promotional activities. Distributing census material at annual meetings proved to be an effective way to reach farmers. Most agricultural groups held their meetings from January to May so the timing was excellent for promoting the census. Head Office supplied census material at 21 annual meetings.

Three organizations held their annual meetings in Ottawa. Information booths were set up at the Canadian Farm Writers' Federation, Canadian Federation of Agriculture and Canadian Horticultural Council.

7.0 Materials

Fewer materials were produced in 1996 than in 1991 in order to reduce costs of production and shipping. Materials prepared concentrated on explaining to farm operators why the Census of Agriculture was important and why it was vital that all farm operators participate. The emphasis was placed more on targeting groups that could reach farm operators rather than having a wide range of materials available.

A "tip sheet", which provided information to help farmers complete the agriculture questionnaire, was one of the most requested items from agricultural organizations and was widely used by Head Office and the Regional Offices.

Articles were printed in 28 newsletters for a combined circulation of 175,000. Five articles were custom written for specific commodity groups. Two organizations put the census message on the Internet.

The Census of Agriculture insert was included in the mailings of six organizations (277,000 copies).

The Census of Agriculture calendar and poster were well received by farmers. The farm community related to the graphics on the calendar and to the poster photo of the child and calf. As a result, the poster remained displayed on office walls and in farm buildings long

after census day.

Although the Census of Agriculture logo frequently appeared with articles in newsletters, it was not printed on letterheads, envelopes, calendars or other material. In the case of calendars, groups require a two-year lead time to include a logo.

Many organizations who requested written materials asked for the materials to be forwarded on diskette or via electronic mail.

8.0 Media Relations

Media relations for the Census of Agriculture was integrated with the national Public Communications Program. All press releases and media information kits referred to the Census of Agriculture and the monitoring of press clippings included agriculture-related stories.

There were no prominent agricultural issues raised in the national media. Coverage was generally positive and emphasized the legal requirements of respondents to complete the questionnaire.

Each regional office was responsible for developing and implementing a media strategy for the Census of Agriculture. As a result, most coverage of the Census of Agriculture came through regional media.

9.0 Advertising

Census of Agriculture provided an advertising budget of \$55,000. This was not sufficient to cover either up-front print or the contingency print and radio requested by the field. Specific details on the Census of Agriculture advertising are contained in Section 6, Paid Advertising.

Media	Dollar Value	Percentage
Agriculture weeklies	67,660.77	38.4%
Agriculture radio	108,677.70	61.6%
Total	176,338.47	100.0%

10.0 Recommendations for 2001

- Repeat the program in 2001.
- Further integrate some materials with Census of Population to reduce costs: one logo (red, yellow and green); one wall calendar.
- Continue to produce a variety of promotional items; e.g., newsletter, general article, custom articles, tip sheet, etc..
- A tip sheet should be produced as it was widely used in the 1996 program. To facilitate distribution, the page format should be English/French, 2-sided tumble (most copies in 1996 were printed one side, either English or French.)
- Continue providing CEAG management and senior Agriculture Division management with Good News.
- Written materials should be available in electronic format to meet increasing demands for information on the Internet.
- Census of Agriculture should assign an officer from the Census of Agriculture management team to interact with Census Communications.
- Census of Agriculture funding should be reviewed to ensure it covers activities or activities should be scaled back to reflect funding levels.



Le 31 août 1995

Madame Christine Mercier
Directrice générale
Association canadienne des
industries de l'alimentation animale
Suite 625
325, rue Dalhousie
Ottawa (Ontario)
K1N 7G2

Madame,

Le prochain recensement du Canada aura lieu le mardi 14 mai 1996. Par la présente, je désire solliciter votre appui à notre campagne visant à sensibiliser les gens à l'importance du recensement et à encourager la participation de tous les exploitants agricoles.

Les renseignements recueillis dans le cadre du Recensement de l'agriculture et du Recensement de la population nous permettent de faire un portrait actuel de la situation agricole au pays, laquelle est en constante évolution. Il importe que les exploitants agricoles canadiens comprennent l'importance du recensement et qu'ils soient intéressés à remplir les questionnaires sur l'agriculture et sur la population. En communiquant le message du recensement à vos membres et à la communauté agricole, l'Association canadienne des industries de l'alimentation animale contribuerait de façon remarquable à l'atteinte de cet objectif. Cet appui pourrait prendre la forme d'encarts postaux, d'articles dans vos bulletins d'information ou de l'ajout du logo du recensement sur des documents imprimés.

.../2

Canada

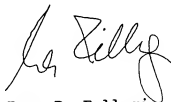


À cette fin, j'apprécierais beaucoup que vous nous fassiez parvenir le nom d'un membre de votre organisation avec lequel notre personnel des Communications pourrait discuter des moyens à prendre pour promouvoir le Recensement de 1996.

Si vous désirez obtenir plus d'information, n'hésitez pas à communiquer avec Tom Thibault, Communications du recensement, Statistique Canada, 10e étage, immeuble R.-H.- Coats, Ottawa (Ontario), K1A 0T6, (613) 951-1186.

Le rôle joué par de nombreuses organisations agricoles canadiennes lors du Recensement de 1991 a permis d'en faire une réussite. J'espère que nous pourrions compter sur votre appui pour assurer le succès du Recensement de 1996.

Veuillez agréer, Madame, l'expression de mes sentiments les meilleurs.

A handwritten signature in dark ink, appearing to read 'Ivan P. Fellegi', written in a cursive style.

Ivan P. Fellegi



August 31, 1995

Mr. Roy Carver
Executive Director
Agricultural Institute of Canada
907 - 151 Slater Street
Ottawa, Ontario
K1P 5H4

Dear Mr. Carver:

The next Census of Canada will take place on Tuesday, May 14, 1996. I am writing to enlist your support in our campaign to increase awareness of the 1996 Census and to encourage participation of all farm operators.

The information collected by the Census of Agriculture and the Census of Population provides an accurate portrait of the ever-changing face of Canadian farming. It is important that Canadian farmers understand the value of the Census and be motivated to complete both the agriculture and population questionnaires. The support of the Agricultural Institute of Canada in bringing the Census message to its members and to the agricultural community would be an important contribution to this objective. This support could include activities such as mail inserts, articles in newsletters or putting the Census logo on printed material.

.../2

Canada

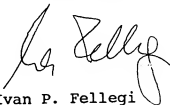


I would be most grateful if you would provide the name of a contact person with whom our communications staff could discuss various approaches for promoting the 1996 Census.

Should you wish further information, please feel free to call or write Tom Thibault, Census Communications, Statistics Canada, 10th Floor, R.H. Coats Building, Ottawa, Ontario, K1A 0T6, (613) 951-1186.

The active role played by many Canadian agricultural organizations helped make the 1991 Census a success. I hope that we can count on your support in 1996.

Yours sincerely,

A handwritten signature in dark ink, appearing to read 'Ivan P. Fellegi', with a stylized, cursive script.

Ivan P. Fellegi

Contents of Census of Agriculture Communications Kit

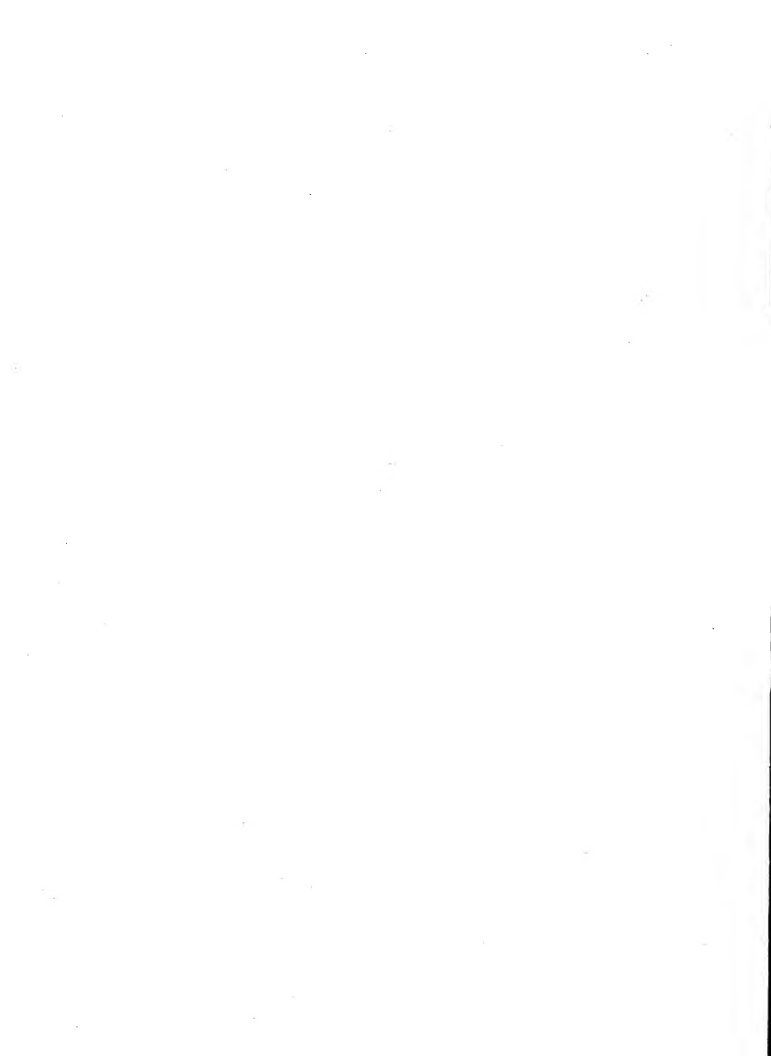
- Newsletter *Statistics Canada and Agriculture*, N-2 95-04-10
- Newsletter *Statistique Canada et le secteur agricole*, N-2(F) 95-10-04
- Article *Census paints a clear picture of farming*, F-23(E)
- Article *Le recensement brosse un tableau complet de l'agriculture*, F-23(F)
- Tip sheet *Tips on Completing Your 1996 Census of Agriculture Questionnaire*, F31(E)
- Tip sheet *Quelques conseils pour bien remplir votre questionnaire du Recensement de l'agriculture de 1996*, F31(F)
- Repro sheet *Agriculture Repros: Number 300*
- Repro sheet *Count Yourself In: Number 302*
- *1996 Census of Agriculture Materials - Order Form*, F-5(E)
- *Bon de commande - Recensement de l'agriculture de 1996*, F-5(F)
- *Promotional Materials - Some Suggested Promotional Uses*, F-22(E)
- *Matériel de promotion - Quelques suggestions d'utilisation*, F-22(F)

APPENDIX/APPENDICE 3

1996 CENSUS OF AGRICULTURE Third Party Support - National Program

ORGANIZATION	ACTIVITIES
Letters from Chief Statistician	
Agricultural Institute of Canada	<ul style="list-style-type: none"> - article in January/February newsletter, <i>AIC National Report</i>, issued 10 times/year (6,300) - included three inserts in mailing of March/April newsletter, <i>AIC National Report</i>, to 18 regional offices. Newsletter is issued 10 times/year. (54) - announcement on AIC home page of the internet
Agriculture and Agri-Food Canada	<ul style="list-style-type: none"> - article in August newsletter, <i>Consultations Network</i>, issued monthly (200) - article in February/March newsletter, <i>Agrivision</i>, issued 10 times/year (1,400) - article in May newsletter, <i>Agrisource</i>, issued weekly to 11,000 employees (see report by communications officer responsible for federal departments) - article in Farm Women's Bureau March newsletter, <i>Bureau News</i>, issued 6 times/year (500) - insert in Western Grain Transition Act mailing of subsidy cheques to owners of prairie farm land, February-April (240,000) - included article and small poster in February mailing of invoices to commercial hatcheries (200) - included insert in April mailing of invoices to commercial hatcheries (200) - displayed calendars and posters in various department buildings in National Capital Region, January-M - radio clips (see report by communications officer responsible for media)
Canada Grains Council	- distributed newsletter, <i>Statistics Canada and Agriculture</i> , at annual meeting, October 23, Ottawa (125)
Canadian Broiler Hatching Egg Marketing Agency	- article in May newsletter, <i>Hatching News and Numbers</i> , issued monthly (480)
Canadian Cattleman's Assn.	- distributed tip sheet, article and small poster at annual meeting, March 8-9, Ottawa (100)
Canadian Chicken Marketing Agency	<ul style="list-style-type: none"> - article in December newsletter, <i>Chicken Forum</i>, issued 5 times/year. This was the final issue. (3,000) - distributed tip sheet and insert at annual meeting, March 27, Ottawa (150)
Canadian Christmas Tree Growers Assn.	- sent kits and posters to provincial representatives, January (30)
Canadian Dairy Commission	<ul style="list-style-type: none"> - insert in April 10 mailing of subsidy cheques to 26,000 dairy producers - article in February newsletter, <i>Commission Express</i>, to 70 employees. Newsletter is issued monthly. - included 20 questions and answers in May newsletter, <i>Commission Express</i>, to 70 employees. Newsletter is issued monthly. Questions and answers were from the quiz, <i>Test your Knowledge - Agriculture</i>.
Canadian Egg Marketing Agency	<ul style="list-style-type: none"> - article in April newsletter, <i>Today's Egg Producer</i>, issued monthly (2,500) - insert (8 1/2" x 11") in mailing of April newsletter, <i>Today's Egg Producer</i>, issued monthly (2,500) - distributed insert (8 1/2" x 11") and tip sheet at annual meeting, March 26, Ottawa (150)
Canadian Federation of Agriculture	<ul style="list-style-type: none"> - included newsletter and article in February <i>Working Book</i> for delegates to annual meeting, March 3-5, Ottawa. Delegates also received <i>Farming Facts and Canada at a Glance</i>. (250 delegates) - booth at annual meeting, March 3-5, Ottawa. Featured quiz (44 entries) and made draw for 4 census mugs; handed out 200 lapel pins, 100 large posters, 100 calendars, 10 kits. (250 delegates) - sponsored photo contest at annual meeting, March 3-5, Ottawa. Donated 6 mugs and 6 copies of <i>Canadian Agriculture at a Glance</i>. Supplied 3 mugs for door prizes. (250 delegates) - article in April newsletter, <i>CFA Update</i>, issued quarterly (500)
Canadian Feed Industry Association	<ul style="list-style-type: none"> - article in November newsletter, <i>Canadian Feed Industry Association Newsletter</i>, issued monthly (800) - article in February newsletter, <i>Canadian Feed Industry Association Newsletter</i>, issued monthly (800) - insert in April mailing of newsletter, <i>Canadian Feed Industry Association Newsletter</i>, issued monthly (800)
Canadian 4-H Council	- article in February newsletter, <i>4-H Forum</i> , issued quarterly (13,000)
Canadian Hatchery Federation	see Canadian Poultry and Egg Processors Council
Canadian Horticultural Council	<ul style="list-style-type: none"> - article in December newsletter, <i>Rapporteur</i>, issued quarterly (375) - article in May newsletter, <i>Rapporteur</i>, issued quarterly (375) - booth at annual meeting, March 9-12, Ottawa (150) - distributed kits to three committees at annual meeting, March 9-12, Ottawa (100)

ORGANIZATION	ACTIVITIES
Canadian Pork Council	<ul style="list-style-type: none"> - sent kits and calendars to provincial marketing boards, December (9) - article in February/March magazine, <i>Ontario Hog Farmer</i>, issued 6 times/year (8,600) - article in April newsletter, <i>Manitoba Pork Press</i>, issued monthly (2,000) - article in April newsletter, <i>Saskatchewan Pork Report</i>, issued weekly (3,500)
Canadian Seed Growers Assn.	<ul style="list-style-type: none"> - postage meter slug, March-May (30,000) - included insert in mailing of April newsletter, <i>Seed Scoop</i>, issued 3 times/year (4,700)
Canadian Venison Council	<ul style="list-style-type: none"> - announcement in January newsletter, <i>Canadian Elk and Deer Farmer</i>, issued quarterly (1,000) - distributed small poster, article and tip sheet at March 2 annual meeting, Saskatoon (100) - distributed small poster, article and tip sheet at annual meeting of Ontario Deer Farmers' Assn., April 27-28, Guelph (75)
Dairy Farmers of Canada	<ul style="list-style-type: none"> - booth at annual meeting, January 21-25, Halifax. Arranged by Atlantic Regional Office (230) - article in December 22 newsletter <i>Action Fax Lobbying</i>, issued weekly. Newsletter was faxed to 50 members who distributed the information to dairy farmers (39,000). - article in May 10 newsletter <i>Action Fax Lobbying</i>, issued weekly. Newsletter was faxed to 50 members who distributed the information to dairy farmers (39,000).
Prairie Pools	<ul style="list-style-type: none"> - announcement in December newsletter, <i>PPI Report</i>, issued 6 times/year (600) - distributed article, tip sheet and small poster at January 31 annual meeting, Winnipeg (60)



Centralized Edit Test Project

Projet de l'Essai du contrôle centralisé



Communications - Centralized Edit Test

1.0 Background

As part of the 1996 Census, Statistics Canada tested a new collection methodology. The test involved mailing questionnaires to respondents in urban areas where address registers were available and dropping-off questionnaires in rural areas where address registers were not available. All forms were returned to a District office rather than the Census Representative. Both Census of Population and Agriculture participated in the test, which included approximately 425,000 dwellings and 8,000 farms. Appendix 1 includes a description of the test, site selection strategy, objectives, etc.

The Ottawa office was responsible for the communications program within the Centralized Edit area.

2.0 Communications Strategy

The Communications program for the Centralized Edit Test had both a Public Relations component and a support component for Collection activities. The public relations component included: third party support, media, education, special groups and community events while the collection activities supported by communications included recruitment, enumeration of apartment buildings, Help Centres, Census Help Line, field follow-up, respondent relations and the provision of specific materials targeted to the Centralized Edit Test area. Additional details are available in the strategic framework (Appendix 2).

The message was consistent with the national communications strategy: everyone counts for the census. Census communications materials emphasized the importance of the census, the uses of census data, confidentiality and the legal obligation of participating. Since the wording "A census questionnaire will be delivered by an enumerator" would be misleading to respondents in the mail-out areas, wording such as "You will receive a census questionnaire" or "A census questionnaire will be delivered to your household" was used. This issue was a consideration during the development of the paid advertising campaign and during the production of written materials for national consumption. While some communications materials produced for regional use (either in Toronto or in Montreal) may have been seen by residents in the Centralized Edit area, for the most part, the message remained consistent.

Centralized Edit Test

1.0 Background:

As part of the 1996 Census, Statistics Canada tested a new collection methodology. The test involved mailing questionnaires to respondents in urban areas where address registers were available. An address register contains, in machine-readable form, all components of the address such as street name, street number, street direction, etc. and is geocoded at the block-face level. In rural areas, where address registers were not available, questionnaires were delivered by enumerators.

Both Census of Population and Agriculture participated in the test, which included approximately 425,000 dwellings and 8,000 farms.

The test involved the following changes in the methodology used to deliver the questionnaires to households:

- mail-out as opposed to enumerator delivery in urban areas;
- a district office for the review and follow-up of missing or incomplete questionnaires rather than Census Representatives doing this from their homes;
- the introduction of an automated control system;
- the utilization of a centralized recruitment system.

1.1 Objectives

The objectives of the test were:

- to address privacy concerns of respondents;
- to provide an environment where it can be assured that completed questionnaires are kept secure;
- to become less dependent on a manual intensive process (entering in record completed and incomplete questionnaires);

- to take advantage of current technology and to be in a position to benefit from future technological advances;
- to maintain if not improve coverage and data quality;
- to reduce staffing requirements; and,
- to streamline the recruitment process.

1.2 Selection Criteria

The criteria for selecting the site for the 1996 Centralized Edit Test were determined by representatives from Survey Operations Division, Systems Development Division, Social Surveys Methods Division, Business Surveys Methods Division and Agriculture Division. An area comprising of eight Federal Electoral Districts (FEDs) including urban FEDs in Ottawa and rural FEDs in Eastern Ontario met the selection criteria. These selection criteria included:

- a test site of approximately 300,000 dwellings,
- all delivery methods - drop-off mail back, mail-out mail back, canvasser
- all collection area types - (A, B, C, D, E), apartment buildings, core areas, multi-ethnic areas and collectives.
- bilingual and unilingual areas
- approximately 5,000 farm operations
- a contiguous geographic area

Based on advice from the Ontario regional office, the site was extended to about 425,000 dwellings and included all FEDs in Ottawa. Eight urban areas were selected for questionnaire mail-out: Ottawa, Cornwall, Brockville, Gananoque, Hawkesbury, Smiths Falls, Perth and Carleton Place.

- | | | | | |
|-----------------|-----------------|-----------------------|-------------------|------------------------------|
| • Ottawa West | • Ottawa South | • Carleton-Gloucester | • Leeds-Grenville | • Glengarry-Prescott-Russell |
| • Ottawa Centre | • Ottawa Vanier | • Nepean | • Lanark-Carleton | • Stormont-Dundas-Glengarry |

1.3 Methodology

In the Fall of 1995, in a process called Pre-List, enumerators went door-to-door in urban areas to create address registers. In areas where address registers were already available, enumerators checked street addresses against lists provided by Canada Post - Pre-Canvass. Table 1 shows the general steps involved in, and timing of these processes.

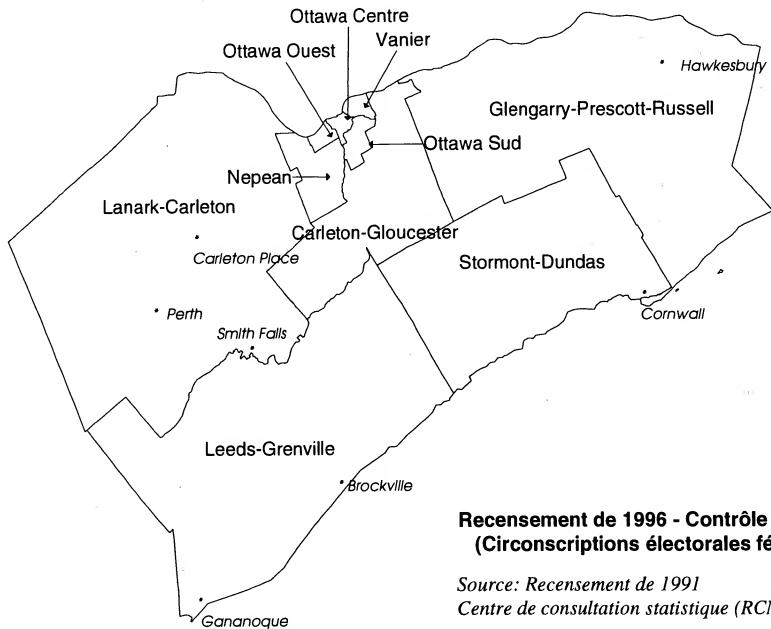
Table 1: Listing Operations, Pre-list and Pre-canvass

Pre-List (Areas outside Ottawa)		Pre-Canvass (Ottawa area only)	
Recruitment	March / April, 1995	Recruitment	July / August, 1995
Listing Activities	May / June, 1995	Listing Activities	mid-August to mid-October, 1995
Verification of lists Reconciliation with Point of Call File (Canada Post)	September, 1995	Verification of lists Reconciliation with Point of Call File (Canada Post)	November / early December, 1995

In urban areas where pre-listing and pre-canvass of addresses had taken place, questionnaires were mailed to respondents between May 7 and 9. In all other areas of the test site, questionnaires were delivered by an enumerator starting May 1, 1996.

All questionnaires (mailed-out and delivered) were mailed back to a District Office for editing and where necessary, follow-up by telephone. For questionnaires not returned by mail, households were contacted by telephone before a personal visit was made by an enumerator.

The District Office was responsible for all aspects of collection within the Centralized Edit area including recruitment of Census Representatives, Census Commissioners (called Field Operation Supervisors), Help Line operators and supervisors, and office staff. The Help Line was located at the District Office and responded to inquiries from within the Centralized Edit area.



**Recensement de 1996 - Contrôle centralisé
(Circonscriptions électorales fédérales)**

*Source: Recensement de 1991
Centre de consultation statistique (RCN)*



CENSUS · RECENSEMENT

1996 Census Communications Program Strategic Framework

Centralized Edit

October, 1995

1996 Census Communications Program Strategic Framework

Centralized Edit

Introduction

During the 1996 Census, the Centralized Edit test will have responsibility for promoting the Census in 10 federal electoral districts in eastern Ontario. (See Appendix "A") This area will test a questionnaire mail-out / mail-back methodology.

This strategic framework outlines how the Census Communications Program will inform the public within the Centralized Edit area about the census and encourage them to participate.

1. Mandate

The mandate is to provide proactive communications programs that are both creative and cost-effective, while maintaining a positive and non-partisan corporate image of Statistics Canada. The communications program will strive to generate maximum participation from the public.

2. Message

The message will be consistent with national communications program, ie., "Count Yourself In!" While the message may vary slightly, depending on the audience, it will: promote the fact that May 14, 1996 is Census Day; stress the need to complete the questionnaires and mail them back promptly; emphasize the importance and end uses of census data; and finally, will remind respondents of their legal obligation to complete a census questionnaire.

3. Strategic Framework

3.1 Approach

The Census Communications program within the Centralized Edit area will focus on generating public awareness that May 14, 1996 is Census Day and increasing public knowledge of the importance of the census. It will also encourage individuals to fill in and return their questionnaire.

3.2 Planning Assumptions

The strategic framework within which the Census Communications Program for Centralized Edit will operate is dependent upon the following planning assumptions:

- The program will be based upon the national Census Communications Program and will be comprised of five components: Third Party Support, Education, Advertising, Media and Special Groups.
- Materials produced for the national program will be used.
- Ongoing communication with the 1996 Collections Project will be maintained to respond to circumstances or issues that may require special attention from the communications program. A Census Communications Officer will have office space in the District Office to facilitate this contact with Collections.
- Only those activities that could be expected to be initiated across the country in 2001 will be undertaken.

4. Program Components

4.1 Sponsorship

Potential sponsors with either a large number of employees or a wide client base will be contacted and asked to support the census. The following organizations will be contacted with a letter from the Census Manager:

- corporations
- municipalities
- associations

National associations with head offices in the National Capital Region will receive letters from the Chief Statistician or the Census Manager. The Head Office of Census Communications will be responsible for soliciting support for the census from these groups.

4.2 Education

When speaking to Boards of Education, Teachers Kits will be promoted to teachers. ESL/FSL instructors will be targeted since their students may be assisting parents who speak neither official language to complete questionnaires. Boards of Education will also be asked to promote the Census to their teachers and employees.

Universities and colleges will be asked to promote the census to their employees, students, teachers and alumni using inserts, newsletter articles and other mailings.

4.3 Paid Advertising

After Census Day, areas within the Centralized Edit where returns are slow will be targeted for paid advertising.

Before Census Day, regular contact with the 1996 Collections Project will be maintained to anticipate specific areas where returns may be slow. Preparations can be made to promote the census in these areas if and when necessary.

4.4 Media

Media coverage will be obtained within the centralized Edit area leading up to Census day. This includes developing story ideas, disseminating articles and news releases, contacting the media for interviews and responding to media enquiries regarding the census and monitoring issues that arise during the course of the census campaign.

4.5 Special Groups

Groups such as youth, seniors, persons whose mother tongue is neither French nor English and persons with disabilities will be targeted for special contact and materials. Associations which represent these groups will be contacted at the local levels and asked to promote the census to their members.

5. Evaluation

Evaluation of the Centralized Edit Communications Program will be based on quantifiable measures such as mail response rates, responsiveness of supporters, distribution of materials, media monitoring, the number of calls to the Census Help Line and adherence to the budget.

On a qualitative basis, the Centralized Edit Communications Program will be assessed in comparison to the national program and to other regional programs. It will also be considered in the context of the success of Centralized Edit as a test area for the 2001 Census.

6. Operational Plans

The operational plan for the Centralized Edit area is attached.

Appendix A

Federal Electoral Districts Within the Centralized Edit Area

Ottawa Centre

Ottawa South

Ottawa West

Ottawa - Vanier

Nepean

Carleton - Gloucester

Stormont - Dundas

Glengarry - Prescott - Russell

Lanark - Carleton

Leeds - Grenville

Operational Plan: Centralized Edit
C:\WPDOCS\SHARE\96CENSUS\PLAN_1.WPD

Organization	Activity	Date	Material Required	Cost
Third Party Support (Municipalities)	Letters to Mayors of cities, towns. Total of 19 municipalities.	Sept. '95	All promotional materials will be available to Municipalities.	Travel outside Ottawa-Carleton (car rental) accommodation
	Follow up to include personal visits/presentations when possible. Will request promotion of the census to staff and to the public through regular communications vehicles or special projects.	Oct. / Nov. '95		
	Letters including kits to 78 smaller communities (Villages and Townships, etc.)	Nov. / Dec. '95	Kits to include a minimum of the following: ★ Repro Sheets ★ Newsletter ★ Sample Inserts ★ Articles ★ Posters ★ Sample proclamations ★ Business card, order form	
Third Party Support (School Boards)	Letters to 13 Boards of Education.	Sept. '95	★ Repro Sheets ★ Newsletter ★ Inserts ★ Articles ★ Posters ★ Speakers	local travel (taxi)
	Will request that Boards promote the census to employees. If visiting Boards outside of Ottawa area, co-ordinate with visits to municipalities and other groups when possible.	Oct. '95 to Census Day		Travel / accommodations (see Municipalities)
Third Party Support (Corporations)	Letters to 45 corporations.	Sept. '95	All promotional materials will be available to corporations.	local travel (taxi)
	Follow up and delivery of materials; by phone whenever possible.	Oct. '95 to Census Day		
Third Party Support (Associations)	See Operational Plan for Associations (Centralized Edit & National)			
Education	Will make Boards aware of teachers kits. Will give attention to ESL/FSL teachers.	Oct. '95 to Census Day	★ Teachers' Kits ★ Speakers	local travel (taxi)
Media	Identify media contacts. Will develop storylines, produce and distribute articles, set up interviews and monitor the media.	Sept. / Oct. '95 to Census Day	★ Press Releases ★ Articles	local travel (taxi)
	Maintain contact with Collections Project to anticipate or respond to issues.	Ongoing		
Special Groups	See Operational Plan for Special Groups (Centralized Edit & National)			
Paid Advertising	Will determine slow return areas and design and distribute radio advertisements, print advertisements and posters.	Oct. '95 to Census Day	★ Articles ★ Advertising copy	local travel (taxi) Price of advertising to be determined.



CENSUS · RECENSEMENT

Programme de communications du Recensement de 1996

Cadre stratégique

Contrôle centralisé

Octobre 1995

Programme de communications du Recensement de 1996

Cadre stratégique

Contrôle centralisé

Introduction

Dans le cadre du Recensement de 1996, l'Essai du contrôle centralisé aura pour mandat de promouvoir le recensement dans dix circonscriptions électorales fédérales de l'est de l'Ontario (voir annexe A). On testera dans cette région une méthodologie qui consiste à poster les questionnaires aux ménages, au lieu de les distribuer par l'entremise de recenseurs.

Le présent cadre stratégique indique comment le Programme de communications du recensement s'y prendra pour sensibiliser les ménages de la région du contrôle centralisé à l'importance du recensement et pour les encourager à y participer.

1.0 Mandat

Le mandat consiste à mettre en oeuvre des activités de communications proactives qui sont à la fois créatives et peu coûteuses, tout en s'assurant que l'image de marque de Statistique Canada demeure positive et non partisane. Le programme de communications s'efforcera de provoquer une bonne participation de la part de la population.

2.0 Message

Le message du recensement sera essentiellement le même que celui étant prévu pour le grand public, c'est-à-dire que tout le monde doit être du nombre. Toutefois, le message peut varier légèrement selon le public. D'abord, le message informera les gens du jour du recensement, le 14 mai 1996. Il soulignera la nécessité de remplir le questionnaire et de le retourner par la poste le jour même. Il mettra l'accent sur l'importance et l'utilité des données du recensement. Finalement, il informera les gens de l'obligation légale de remplir le questionnaire de recensement.

3.0 Cadre stratégique

3.1 Approche

Le Programme de communications du recensement cherchera avant tout à sensibiliser les ménages de la région du contrôle centralisé au fait que le 14 mai 1996 sera jour de recensement. On s'efforcera également de hausser la valeur du recensement à leurs yeux et de les convaincre de remplir et de retourner leur questionnaire.

3.2 Hypothèse de planification

L'efficacité du cadre stratégique dans lequel s'inscrit le programme de communications du

contrôle centralisé dépend des hypothèses de planification suivantes :

- le programme s'appuiera sur le Programme national de communications du recensement et comportera cinq composantes : le parrainage, l'éducation, la publicité, les médias et les groupes spéciaux;
- on utilisera les outils de communications produits pour le programme national;
- on maintiendra une étroite collaboration avec le Projet de la collecte de 1996 afin de régler les préoccupations ou les problèmes qui relèvent du Programme des communications; un agent de communications du recensement travaillera au bureau de district pour faciliter cette collaboration avec la Collecte;
- on entreprendra seulement les activités qui, selon les prévisions, seront menées en 2001.

4.0 Composantes du programme

4.1 Parrainage

On demandera aux organisations ayant un grand nombre d'employés ou de clients de parrainer le recensement. Par le biais d'une lettre signée par le chef du recensement, on communiquera avec les organisations suivantes :

- les entreprises privées;
- les municipalités;
- les associations.

Les associations nationales ayant leur bureau principal dans la région de la capitale nationale recevront une lettre signée par le statisticien en chef ou le chef du recensement. L'équipe des Communications du recensement à Ottawa se chargera de solliciter l'appui de ces groupes.

4.2 Éducation

Lorsqu'on s'adressera aux conseils scolaires, on fera la promotion de la Trousse de l'enseignant. On ciblera les enseignants en français langue seconde et en anglais langue seconde, car leurs élèves sont susceptibles d'aider leurs parents qui ne parlent ni français ni anglais à remplir leur questionnaire. On demandera également aux conseils scolaires de promouvoir le recensement aux enseignants et aux employés.

On demandera aux universités et collèges de promouvoir le recensement aux employés, aux étudiants, aux enseignants et aux associations des anciens en utilisant des encarts, des articles et d'autres outils de promotion.

4.3 Publicité payée

Après la journée du recensement, on diffusera des publicités payées dans les régions où le retour par la poste se fait au ralenti.

Avant la journée du recensement, on ciblera, avec l'aide du Projet de la collecte de 1996, les régions où le retour par la poste pourrait se faire au ralenti. On se préparera à diffuser le message de rappel dans ces régions.

4.4 Médias

On suscitera l'intérêt des médias de la région du contrôle centralisé jusqu'au jour de recensement. Pour ce faire, on diffusera des articles et des communiqués, on organisera des interviews avec les médias, on répondra à leurs demandes et on donnera suite aux préoccupations qui surgissent au cours de la campagne.

4.5 Groupes spéciaux

On fera des efforts particuliers pour sensibiliser les groupes spéciaux, comme les jeunes, les personnes âgées, les personnes ne parlant ni français ni anglais et les personnes ayant une incapacité. On demandera aux associations locales qui regroupent des membres de ces groupes de promouvoir le recensement.

5.0 Évaluation

L'évaluation du programme de communications du contrôle centralisé sera basée sur des mesures quantifiables, notamment le taux de réponse postale, la participation des organisations de parrainage, la distribution des outils de communications, la couverture médiatique, le nombre d'appels logés à l'Assistance téléphonique du recensement et le respect du budget.

Sur une base qualitative, le programme de communications du contrôle centralisé sera évalué en tenant compte du Programme national et de l'ensemble des programmes régionaux. Si les résultats se révèlent positifs, le contrôle centralisé sera utilisé dans le cadre du Recensement de 2001.

6.0 Plans opérationnels

Veuillez trouver ci-joint le plan opérationnel pour le contrôle centralisé.

Annexe A

Circonscriptions électorales fédérales de la région du contrôle centralisé

Ottawa-Centre

Carleton-Gloucester

Ottawa-Sud

Stormont-Dundas

Ottawa-Ouest

Glengarry-Prescott-Russell

Ottawa-Vanier

Lanark-Carleton

Nepean

Leeds-Grenville

Plan opérationnel : contrôle centralisé

Organisation	Activités	Date	Outils de promotion	Coût
Parrainage (municipalités)	Envoi d'une lettre aux maires, total de 19 municipalités. Le suivi comprend des visites et des présentations, lorsque c'est possible. On demandera aux municipalités de faire la promotion du recensement au personnel et au public avec des outils de promotion standard ou faits sur mesure.	sept. 1995 oct. / nov. 1995	Tous les outils de promotion seront offerts aux municipalités.	Déplacement à l'extérieur d'Ottawa/Carleton (location d'une auto) Hébergement
	Envoi d'une lettre et d'une pochette à 78 petites collectivités (villages, cantons, etc.)	nov. / déc. 1995	Les pochettes doivent inclure au moins : <ul style="list-style-type: none">• épreuves de reprod.• bulletin• encarts• articles• affiches• proclamations• carte de visite et bon de commande	
Parrainage (conseils scolaires)	Envoi d'une lettre à 13 conseils scolaires.	sept. 1995	<ul style="list-style-type: none">• épreuves de reprod.• bulletin• encarts• articles• affiches• conférenciers	Déplacement local (taxi)
	On demandera aux conseils scolaires de promouvoir le recensement aux employés. Lorsqu'on rend visite à un conseil scolaire à l'extérieur d'Ottawa, on essaie du même coup de visiter la municipalité et d'autres groupes.	oct. 1995 au 14 mai 1996		Déplacement / hébergement (voir municipalités)
Parrainage (entreprises privées)	Envoi d'une lettre à 45 entreprises.	sept. 1995	Tous les outils de promotion seront offerts aux entreprises.	Déplacement local (taxi)
	Suivi, par téléphone lorsque c'est possible, et distribution du matériel.	oct. 1995 au 14 mai 1996		
Parrainage (associations)	Voir le plan opérationnel pour les associations (contrôle centralisé et programme national).			
Éducation	On informera les conseils scolaires de l'existence de la Trousse de l'enseignant. On ciblera les enseignants en français langue seconde et en anglais langue seconde.	oct. 1995 au 14 mai 1996	<ul style="list-style-type: none">• Trousse de l'enseignant• conférenciers	Déplacement local (taxi)
Médias	On identifiera les personnes-ressources dans les médias. On trouvera des idées d'articles, on en produira et distribuera, on organisera des interviews et on effectuera la couverture médiatique.	sept. / oct. 1995 au 14 mai 1996	<ul style="list-style-type: none">• communiqués• articles	Déplacement local (taxi)
	On maintiendra un contact avec le Projet de la collecte afin de prévoir les problèmes et d'y faire face.	en cours		
Groupes spéciaux	Voir le plan opérationnel pour les groupes spéciaux (contrôle centralisé et programme national).			

Publicité payée	On ciblera les régions où le retour par la poste se fait au ralenti. On concevra et on diffusera des publicités destinées à la radio et aux journaux ainsi que des affiches.	oct. 1995 au 14 mai 1996	<ul style="list-style-type: none"> • articles • textes publicitaires 	Déplacement local (taxi) Les coûts de la publicité sont à déterminer.
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Communications - Collection Program

1.0 Background

One purpose of the Communications program was to provide support for the staff involved in the recruitment of staff and the enumeration and follow-up of census questionnaires. This involved the provision of general and specific materials targeted for the public in the test site and communications advice and editorial services.

1.1 Liaison / Co-Location

One staff person from Census Communications was designated as the liaison person with the Centralized Edit team. This function maintained ongoing discussion with Centralized edit staff, anticipated and responded to communications requirements. Monthly meetings with Centralized Edit began in March, 1995 and continued until April, 1996.

The Centralized Edit communications officer occupied an office at the District Office one day per week from February to April, 1996. Beginning May 1st, this time increased to full-time. Having an office and a regular presence in the District Office generated a co-operative working relationship between District Office staff and Census Communications. Through the liaison officer, field supervisors and enumerators kept Communications informed of requests for interviews from the media, reports of the census in newspapers and radio, incidents of negative publicity and complaints made by respondents.

The office space in the District Office also acted as a repository for all communications materials that were available to the Centralized edit staff.

2.0 Communications Support of Collection Activities

Table 1 outlines the main collection activities in 1995 while Table 3 outlines the main collection activities in 1996 which required support from Census Communications.

Table 1: 1995: Communications support provided for collection activities

DATE	COLLECTION ACTIVITY	COMMUNICATIONS SUPPORT	ATTACHMENTS
Feb. '95	PRELIST recruitment	► began work on recruitment poster - PRELIST	
March '95	PRELIST recruitment begins (March 27)	► completed recruitment poster - PRELIST	Appendix 1
	General planning	► 1st of monthly meetings (Task Level - Communications / Collections)	
April '95	General planning	► monthly meeting	
May '95	PRELIST activities begin (May 12 - June 16)	► letter produced and sent to police departments of 7 small urban areas advising them of listing activities (all mail-out areas except Ottawa)	Appendix 2
	General planning	monthly meeting	
June '95	PRECANVAS	► produced recruitment poster	
	General planning	► monthly meeting	
July '95	General planning	► monthly meeting	
Aug. '95	PRECANVAS begins (Aug. 21 - Oct. 20)	► letter produced and sent to Ottawa-Carleton Regional Police, police advising them of listing activities in the Ottawa area.	Appendix 3
	General planning	► monthly meeting	
Sept. '95	PRELIST (Reconciliation of addresses) Sept. 18 - 29 All mailout areas except Ottawa.	► began to receive calls from public ► obtained milestone schedule - distributed to Advisory Services (no 800 number) ► Letter sent to Police Departments advising them of Prelist verification activities	Appendix 4
	General planning	► monthly meeting (Task Level - Communications/Collections)	
Oct. '95	Recruitment (enumeration)	► began working on ads (at request of Collections) to supplement recruitment of census staff (CR's & CC's) ► informed settlement agencies (ethnic/ESL) through support program, but informed them of employment opportunities with Census Help Line.	
	General planning	► monthly meeting (Task Level - Communications / Collections)	

Nov. '95	Training Manuals	► reviewed text for Field Supervisors Directives	
	Media Relations	► arranged for Media Relations course for Centralized Edit managers.	
	Recruitment (Enumeration)	► review of 4 job posters (enumerators, supervisors, office staff)	
	PRECANVAS (Reconciliation of addresses) Ottawa area only Nov. 20 - Dec. 8:	► A generic letter of identification was produced for enumerators to give or show to reluctant respondents during the "Listing" activities; the letter was a response to public suspicions about the authenticity of the listing activities (especially among seniors, who had safety concerns and who did not trust that these were in fact STATISTICS CANADA'S employees, and did not want to answer the door).	Appendix 5
	General planning	► 2 meetings (Task Level - Communications/Collections)	
Dec. '95	Recruitment (Enumeration)	► supplemental recruitment ad referred to marketing section ► recruitment ad to run early to mid March until end of May (longer if necessary)	
	General planning	► monthly meeting (Task Level - Communications/Collections)	

Table 2: 1996: Communications support provided for collection activities

DATE	COLLECTION ACTIVITY	COMMUNICATIONS SUPPORT	ATTACHMENTS
Jan. '96	Help Centre	► decision to establish Help Centre targeting Somali community	Appendix 6
	Help Line	► investigation of languages for Help Line	
	Collectives	► produced letter and fact sheet for enumeration of collectives	Appendix 7
	General Planning	► monthly meeting (Task Level - Communications/Collection)	

	Internal Communications	<ul style="list-style-type: none"> •Liaison officer began hours at District Office •Presentation to Advisory Services to provide them with background on the centralized edit process, an overview of the communications program and to advise them on where to refer calls that came in before the Census Help Line became operational. re: Centralized Edit (Jan. 17) 	
Feb. '96	Help Centre	<ul style="list-style-type: none"> •meeting with Somali community leaders (re: Help Centre / recruitment); District Office Manager present. 	
	Enumeration	<ul style="list-style-type: none"> •Submitted draft letter to police depts (enumeration); included newsletter in mail-out. 	Appendix 8
	Recruitment (Enumeration)	<ul style="list-style-type: none"> •Toll-Free number established for recruitment 	
	General Planning	<ul style="list-style-type: none"> •monthly meeting (Task Level - Communications/Collection) 	
March '96	Help Centre	<ul style="list-style-type: none"> •Help Centre space confirmed (Billings Bridge Plaza); dates under review. 	
	Internal Communications	<ul style="list-style-type: none"> •Presentation to Field Operations Supervisors in the District Office to make them aware of the communications program, its purpose, available promotional materials and to discuss the role of field staff with regards to communications. (March 15) 	
	<ul style="list-style-type: none"> •March 7 - 29: Liaison visits from collections staff with collectives 		
	Recruitment / Media	<ul style="list-style-type: none"> •kits with general article on crew leaders sent to weekly newspapers in areas where enumerator recruitment was low. Second mail-out scheduled for April. 	Appendix 9
	General Planning	<ul style="list-style-type: none"> •Meetings at Task Level with Collection Planning replaced by regular contact with District Office - operations. 	
April '96	Media Relations	<ul style="list-style-type: none"> •Made arrangements for second media relations training for Centralized Edit managers 	
	Enumeration (Apartment Buildings)	<ul style="list-style-type: none"> •produced poster & letter for apartment building managers 	Appendix 10
	Help Centre (Recruitment)	<ul style="list-style-type: none"> •produced recruitment poster for Help Centre Staff •Help Centre dates confirmed (May 13, 14, 15) 	Appendix 11

	Enumeration	<ul style="list-style-type: none"> ▸ arranged for regional police to discuss high crime areas with collections staff during follow-up training. 	
	Help Line	<ul style="list-style-type: none"> ▸ Help Line activated April 1 	
May '96	Help Centre	<ul style="list-style-type: none"> ▸ produced tally sheets for Help Centre 	Appendix 12
	Enumeration	<ul style="list-style-type: none"> ▸ reminder cards (50,000) sent out by Postal Walk ▸ held 2 information sessions for organizations whose volunteers assisted clients with forms (Catholic Immigration Centre, Gloucester Centre for Community resources) 	Appendix 13
	Help Line	<ul style="list-style-type: none"> ▸ heavy overflow from busy Help Line 	
June '96	Enumeration	<ul style="list-style-type: none"> ▸ produced letter stressing the legal obligations of apartment buildings management to co-operate with census enumeration (Re: Sections 13 & 32b of Act) ▸ telephone follow-up with non-response building management 	Appendix 14

2.1 Recruitment

In February 1995, "job posters" were developed for recruitment of Pre-List and Pre-Canvas enumerator and supervisor positions. The positions were staffed beginning in July, 1995. The same posters were used later for the recruitment of District Office staff and field staff (Appendix 1).

Although Census Communications developed advertising copy for print media in areas where a shortage of applicants for census positions was anticipated, no recruitment advertisements were placed.

Census Communications also informed ethnic groups and student associations of employment opportunities with the Census Help Line. This was done to assist Centralized Edit staff in recruiting persons who spoke a third language (Appendix 11).

2.2 Enumeration of Apartment Buildings

An apartment poster was produced reminding residents of the census and providing the date of their buildings' construction. Since there were no census representatives in the mail-out areas to hang the posters, a letter was sent to building managers requesting that they display the posters in public areas. The poster and accompanying letter were mailed by Centralized Edit on May 1, 1996, to the management of approximately 500 apartment buildings (Appendix 10).

In response to a specific incident in which Canada Post had made an error in the automated addressing of questionnaires to an apartment building, a special poster was produced for that building, informing residents that their questionnaires were incorrectly addressed and to call the Census Help Line if they had discarded the original (Appendix 15).

2.3 Help Centre

As a result of discussions with community social organizations, the Somali community was identified as an ethnic group which required additional assistance if it was to participate fully in the Census. A proposal was given to Centralized Edit management recommending a Help Centre be established in Ottawa South from May 13 to 15 (Appendix 6). This was the only Help Centre in the Centralized Edit test area and handled 245 inquiries over a three day period. Except for the appointment and training of staff, Census Communications carried out all aspects of setting up and running the Centre. While the centre was not successful as an outreach tool to the Somali community, it was very useful as an information and referral service and as a general public awareness tool. See "Appendix 16 - Help Centre" for a complete report and evaluation of the Help Centre.

2.4 Census Help Line

Help Line operations were situated in the District Office. Twenty-five phone lines were established. Communications provided a list of major ethnic groups prior to the staffing of operators to assist Centralized Edit in hiring operators who could respond to calls in one of these non-official languages. Table 3 lists the ten major ethnic groups in the Ottawa-Carleton region and the languages spoken by Help Line operators.

Table 3: Centralized Edit Help Line Operators - Languages Spoken

Ten major ethnic groups		Non-official languages offered by Help Line	
Arabic	Punjabi	Arabic	German
Cantonese	Serbo-Croatian	Cantonese	Spanish
Mandarin Chinese	Somali	Chinese	Urdu
Persian / Farsi	Spanish		
Polish	Vietnamese		

Between May 1 and May 9, 1996, the Help Line was staffed from 9 a.m. to 5 p.m. by one operator (in addition to the CHL Supervisor). In the three days prior to Census Day, the Help Line received 1,875 calls. Due to the long waiting periods (sometimes more than 30 minutes), frustrated callers were phoning Advisory Services and the offices of senior management with questions and complaints. These calls were referred to Communications.

Help Line operators made extensive use of questions translated into non-official languages. Two requests were made for questionnaires in electronic format, one request for braille.

2.5 Field Follow Up

A letter to apartment buildings whose management refused access to enumerators was produced, emphasizing the legal obligations of Statistics Canada to conduct a census and of respondents to comply.

Communications made arrangements with Regional Police to provide Field operations with information regarding high crime areas. This was in preparation for the hiring and training of field follow-up staff.

Communications also produced 50,000 reminder cards for delivery to low response areas. These were mailed via Postal Walks.

3.0 Materials

All materials produced for national use were provided to the District Office for their use by field and office staff (particularly Help Line operators). These included multilingual materials, questionnaires in alternate formats (electronic, braille), questions (translated, large print, electronic), and promotional materials (posters, coasters, bookmarks, etc).

Table 4: Core Materials Provided for Centralized Edit Test

Materials provided to District Office		Materials provided to field staff	
		Crew Leaders (9)	Enumerators (160)
Posters	"Census Facts" (Binder)	Multilingual Brochure Operational Brochure Tent Cards Posters List of languages in which questions and brochures were available.	
Coasters	"Written Materials" (Binder)		
Bookmarks	"Questions and Answers" (Binder)		
Tent Cards	Multilingual Brochure		
Window Decals	Operational Brochure		
Inserts	Single Language Fact Sheets		
Teachers Kits	Questions and Answers "blotter"		
Lapel Pins	Referral sheet: "What to Do If You		
Census scratch pads	Get A Media Call" (Appendix 17)		

In addition to the core materials, Census Communications produced the following:

- a referral sheet was developed and distributed to District Office staff.
- apartment poster / letter
- collectives letter / fact sheet
- recruitment posters: text and masthead (approx. 8,000 landscape)
- letters to police departments
- letter to apartment building management regarding refusal to allow entry by enumerators
- Communications produced and printed 50,000 Reminder Cards which were mailed by "postal walk" in low-response areas within Centralized Edit.

At the request of the District Office (Field Operations), a custom tabulation of social data, breaking down eight FEDs by Census Subdivisions, was purchased by Communications from Advisory Services. The cost was approximately \$700.

Some materials for public consumption were produced in the District Office without contacting Census Communications for editing (eg, follow-up letter to collectives; notice to respondents regarding large print versions of questions; recruitment poster for crew leaders (Appendix 18).

4.0 Respondent Relations

Communications responded to a many public inquiries and complaints about the census and/or field operations:

- during the Pre-Canvas and Pre-List periods, when respondents (especially seniors) called for confirmation that these were legitimate census operations being conducted;
- during the weeks leading up to Census Day and before the Help Line became fully staffed and officially operational, when a considerable overflow of respondents calling the toll-free number were not able to reach an operator. These calls were being referred from Advisory Services and from senior management;
- during the two weeks following Census Day, when several hundred calls were received from respondents who questioned various aspects of the census;
- a significant number of calls were also received during the follow-up phase from respondents with concerns about the conduct of enumerators and the reverse record check operations.

5.0 Challenges

The non-presence of Census representatives in the mail-out area and the subsequent lack of personal contact with respondents had an impact in the following areas:

- limited the available information on language requirements of respondents for services from the Help Line and much of the onus fell to Census Communications to make this determination;
- required that the communications materials produced for the enumeration of apartment buildings and collectives be adapted to reflect the distinct enumeration methodology of the test area. They also had to reflect the fact that these materials were being mailed and not delivered by an enumerator. Materials such as these had to rely solely on the content of letters and attachments to relay the census message to respondents, rather than providing support to a verbal message;
- decreased Statistics Canada's ability to "read the mood" of respondents in a given area.

Early and ongoing consultation with the Centralized Edit Test staff enabled Census Communications to anticipate and respond to the communications requirements of the test. However, Census Communications required more planning information at an earlier stage to plan this component of its program. For example, documentation for many aspects of the project was unavailable until the implementation stage.

During field follow-up the inexperience of field staff sometimes led to conflict with respondents who lodged complaints about rude behaviour by census-takers.

6.0 Recommendations

- establish a Communications program component to coincide with recruitment and address listing activities. This would proactively address respondent concerns about activities in their neighbourhoods and would also serve as an early census awareness campaign.
- a) **Recommendations for Liaison Officer**
- determine the scope of the liaison officer's duties so that they are incorporated into the operational and strategic plans of both Communications and Collection.
 - should continue to have liaison officer physically located at the district office according to availability of staff and regional communications requirements.
- b) **Recommendation for Census Help Line**
- line should be operational starting April 1, 2001.
- c) **Recommendations for Absence of Census Representatives**
- special collection and communication strategies are needed for:
 - enumeration of ethnic populations (particularly densely populated urban areas);
 - enumeration of collective dwellings and apartment buildings;
 - general reduction in the visibility of Statistics Canada in the community at census time.
- d) **Recommendations for Census Help Centre**
- establish three help centres (East, Central & West). A mechanism for personal assistance is necessary - particularly in mail-out areas where there is no contact with respondents by Census Representatives. Seniors, new immigrants and persons with disabilities are among the most frequent users of this type of service.

- Communications should be responsible for:
 - Procuring location(s);
 - Providing the appropriate promotional materials for help centres;
 - Participating in training of staff by presenting a communications component during training period.
- Collection/Centralized Edit should be responsible for all other aspects of planning and operating the centre, including but not limited to:
 - Planning and implementing staff training;
 - Staff recruitment;
 - All administrative matters with regards to staffing (eg. staff appointment, pay, etc.);
 - Procuring, transporting, installing and removing physical requirements such as tables, chairs, telephones, display units, signage, etc.
 - Staffing of the centre.
- One communications officer should have the responsibility of overseeing the communications component of help centres.

e) **Recommendations for Training of Field Staff**

- investigate the development of a Communications component during the training of collection field staff (Census Commissioners, Crew Leaders, enumerators). This component would be given by a communications officer and would include a section on sensitivity to various aspects of the work.



CENSUS · RECENSEMENT



1996 CENSUS JOB OPPORTUNITIES

PREPARING FOR THE 1996 CENSUS: In the next few months, Statistics Canada will be hiring qualified individuals to fill short-term positions as enumerators and supervisors to conduct "listing" activities in designated areas.

THE JOB: "Listing" is an information-gathering process. It requires enumerators to verify that their lists of addresses are accurate. A total of 60 to 70 enumerator positions are available, as well as 6 to 8 supervisory positions.

PERIOD AND LOCATION OF EMPLOYMENT: Listing activities are expected to run between August 21, 1995 and October 20, 1995 in Ottawa, Nepean, Rockland, Kanata, Vanier, Cumberland and parts of Gloucester. Employment dates may vary depending on the position.

QUALIFICATIONS:

All candidates must:

- be at least 18 years of age;
- demonstrate an ability to understand written instructions and read maps;
- be able to work full-time (includes evenings and weekends);
- be bilingual in those areas designated bilingual;
- be able to write legibly;
- be active, tactful, conscientious and possess good judgement;
- be a resident of the municipality in which listing will take place; and
- have full-time use of a motor vehicle and a valid driver's licence.

In addition, supervisors must:

- have proven staff management and leadership skills.

RESTRICTIONS: Enumerators must not be connected with the levying or collection of municipal taxes.

RELIABILITY: Candidates will be required to consent to the disclosure of personal information for the purpose of a reliability check and to sign a Declaration Regarding Criminal Convictions.

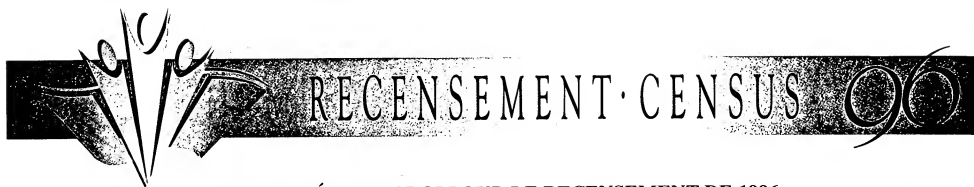
HOURS OF WORK: Successful candidates must attend the training sessions held on the prescribed dates and be available to work full-time immediately following the training session.

REMUNERATION: Supervisors will be paid \$12.50 per hour. Enumerators will be paid \$9.50 per hour. Applicable deductions will be made in accordance with the various regulations. Employees will be reimbursed for job related kilometrage in accordance with the applicable Treasury Board Travel Directive.

SECRECY: Successful candidates must take an Oath or Affirmation of Office and Secrecy, swearing never to reveal to unauthorized persons any information collected in confidence for the 1996 Census.

FOR MORE INFORMATION: If you meet the above qualifications and wish to apply for a temporary assignment with the 1996 Census, call 951-6815 or toll-free at 1-800-850-8281.

(Français au verso)



POSSIBILITÉS D'EMPLOI POUR LE RECENSEMENT DE 1996

PRÉPARATIFS POUR LE RECENSEMENT DE 1996 : Au cours des prochains mois, Statistique Canada va embaucher des personnes compétentes pour combler des postes temporaires d'agents recenseurs et de superviseurs pour mener des activités de «listage» dans des régions désignées.

EMPLOI : Le «listage» est un mode de collecte d'information qui demande que l'agent recenseur vérifie sa liste d'adresses afin de s'assurer qu'elle est exacte. De 60 à 70 postes d'agent recenseur sont offerts, et de 6 à 8 postes de superviseur.

PÉRIODE ET LIEU DE TRAVAIL : Les activités de listage devraient avoir lieu du 21 août 1995 au 20 octobre 1995 à Ottawa, Nepean, Rockland, Kanata, Vanier, Cumberland et dans certaines parties de Gloucester. La durée de l'emploi peut varier selon le poste.

QUALITÉS REQUISES : Tous les candidats doivent :

- avoir au moins 18 ans;
- être capables de comprendre des instructions écrites et de consulter des cartes;
- être disponibles pour travailler à temps plein (y compris les soirs et les fins de semaine);
- être bilingues dans les régions désignées comme étant bilingues;
- être capables d'écrire de façon lisible;
- être dynamiques, diplomates et consciencieux, et avoir un bon jugement;
- résider dans la municipalité où le listage se déroulera;
- avoir l'usage à temps plein d'un véhicule automobile et avoir un permis de conduire valide.

Les superviseurs doivent également :

- faire preuve d'aptitudes pour la gestion de personnel et la supervision.

CONTRAINTES : Les agents recenseurs ne doivent avoir aucun lien avec la perception ou le recouvrement des taxes municipales.

FIABILITÉ : Les candidats devront consentir à divulguer des renseignements personnels pour les besoins d'une vérification de fiabilité et ils devront signer une Déclaration à l'égard de condamnations criminelles.

HEURES DE TRAVAIL : Les candidats reçus devront suivre des séances de formation aux dates prescrites et être prêts à travailler tout de suite après la formation.

RÉMUNÉRATION : Les superviseurs recevront 12,50 \$ l'heure et les agents recenseurs, 9,50 \$ l'heure. Des déductions seront faites conformément aux règlements applicables. Les employés recevront une indemnité de kilométrage conformément à la Directive du Conseil du Trésor sur les voyages.

SECRÉT : Les candidats reçus doivent prêter un serment ou une affirmation d'office et de discrétion, jurant de ne jamais divulguer d'information recueillie à titre confidentiel en vue du Recensement de 1996 à des personnes non autorisées.

RENSEIGNEMENTS COMPLÉMENTAIRES : Si vous possédez les qualités susmentionnées et souhaitez faire une demande d'emploi temporaire pour le Recensement de 1996, veuillez composer le 951-6815 ou, gratuitement, le 1 800 850-8281.

(English on reverse)



Statistics Statistique
Canada Canada

Ottawa, Canada
K1A 0T6

APPENDIX/APPENDICE 2

May 9, 1995

Acting Chief Carl Johnston
City of Cornwall Police Department
P.O. Box 875
Cornwall, Ontario
K6H 5T7

Chief Johnston:

I am writing to advise you that between May 12, 1995 and June 16, 1995, Statistics Canada staff will be conducting a door to door listing of addresses in your area. This will require contact with some occupants to verify addresses. This activity is being conducted in preparation for the 1996 Census. It ensures that all addresses are identified and included when the census questionnaires are distributed through the mail.

All Statistics Canada staff carry identification visibly on their person. However, should you wish to confirm the identity of an enumerator or if you require additional information regarding this matter, do not hesitate to contact Milena Zelenbaba, Statistics Canada, 613-951-6818.

Sincerely,

Guy Parent,
Prelist Manager

Canada





Statistics
Canada

Statistique
Canada

Ottawa, Canada
K1A 0T6

Le 9 mai 1995

Monsieur Michel Denis, directeur
Sûreté municipale de Hawkesbury
419, boul. Cartier
Hawkesbury (Ontario)
K6A 1Z9

Monsieur,

Par la présente, je désire vous aviser que du 12 mai au 16 juin prochain des employés de Statistique Canada procéderont, de porte en porte, à un listage de toutes les adresses de votre secteur. Dans certains cas, une vérification de l'adresse avec les occupants sera nécessaire. Cette activité est menée dans le cadre du Recensement de 1996. Elle nous permet de nous assurer que toutes les adresses auront été identifiées et inscrites lorsque les questionnaires de recensement seront envoyés par la poste.

Tous les employés de Statistique Canada portent, de façon très visible, une carte d'identité. Toutefois, si vous désirez confirmer l'identité d'un agent recenseur ou obtenir de plus amples renseignements au sujet de cette activité, n'hésitez pas à communiquer avec Milena Zelenbaba, Statistique Canada, (613) 951-6818.

Je vous prie d'agréer, Monsieur, l'expression de mes sentiments les meilleurs.

Guy Parent
Gérant du listage préliminaire

Canada



Acting Chief Carl Johnston
City of Cornwall Police Department
P.O. Box 875
Cornwall, Ontario
K6H 5T7ENDFIELD
Chief Johnston: ENDFIELD
(613) 933-5000ENDFIELD
ENDRECORD

Monsieur Michel Denis, directeur
Sûreté municipale de Hawkesbury
419, boul. Cartier
Hawkesbury (Ontario)
K6A 1Z9ENDFIELD
Monsieur: ENDFIELD
Tél. : (613) 632-1147ENDFIELD
ENDRECORD

Chief Earl Johns
Carleton Place Police Department
5 Coleman Street
Carleton Place, Ontario
K7C 4N9ENDFIELD
Chief Johns: ENDFIELD
(613) 257-2323ENDFIELD
ENDRECORD

Chief Claude Brett
Gananoque Police Service
75 South Street
Gananoque, Ontario
K7G 1A1ENDFIELD
Chief Brett: ENDFIELD
(613) 382-4509ENDFIELD
ENDRECORD

Acting Chief Douglas Labron
City of Brockville Police Department
P.O. Box 2050
Brockville, Ontario
K6V 6N5ENDFIELD
Chief Labron: ENDFIELD
(613) 342-0127ENDFIELD
ENDRECORD

Chief Larry Hardy
Smiths Falls Police Department
77 Beckwith Street North
Smiths Falls, Ontario
K7A 2B8ENDFIELD
Chief Hardy: ENDFIELD
(613) 283-4141ENDFIELD
ENDRECORD

Chief Fred Lee
Perth Police Department
80 Gore Street East
Perth, Ontario
K7H 1H9ENDFIELD
Chief Lee: ENDFIELD
(613) 267-3131ENDFIELD
ENDRECORD

APPENDIX/APPENDICE 3

Chief Brian Ford
Ottawa-Carleton Regional Police
111 Lisgar Street
Ottawa, Ontario
K2P 2L7

Chief Ford,

I am writing to advise you that between August 21, 1995 and October 20, 1995, Statistics Canada staff will be conducting a door to door verification of addresses in Ottawa, Nepean, Kanata, Rockland, Vanier, Cumberland and parts of Gloucester. This will require contact with some occupants to verify addresses. This activity is being conducted in preparation for the 1996 Census of Canada. It ensures that all addresses are identified and included when the census questionnaires are distributed through the mail.

All Statistics Canada staff carry identification visibly on their person. However, should you wish to confirm the identity of an enumerator or if you require additional information regarding this matter, do not hesitate to contact Milena Zelenbaba, Statistics Canada, 951-6818.

I would be grateful if you would circulate this information to officers on duty during this period.

Sincerely,

Guy Parent,
Prelist Manager
Gérant du listage préliminaire

A:\CENSUS96\COLLECT\STPLIC2.WP

Staff Sergeant Bob Lyon
OPP Detachment, Kanata/Ottawa
937 Terron Road
Kanata, Ontario
K2K 1X6

Staff Sergeant Lyon,

I am writing to advise you that between August 21, 1995 and October 20, 1995, Statistics Canada staff will be conducting a door to door verification of addresses in Ottawa, Nepean, Kanata, Rockland, Vanier, Cumberland and parts of Gloucester. This will require contact with some occupants to verify addresses. This activity is being conducted in preparation for the 1996 Census of Canada. It ensures that all addresses are identified and included when the census questionnaires are distributed through the mail.

All Statistics Canada staff carry identification visibly on their person. However, should you wish to confirm the identity of an enumerator or if you require additional information regarding this matter, do not hesitate to contact Milena Zelenbaba, Statistics Canada, 951-6818.

I would be grateful if you would circulate this information to officers on duty during this period.

Sincerely,

Guy Parent,
Prelist Manager
Gérant du listage préliminaire

Staff Sergeant Brian Carty
OPP Detachment, Rockland
Post Office Box 520
Rockland, Ontario
K4K 1K6

Staff Sergeant Carty,

I am writing to advise you that between August 21, 1995 and October 20, 1995, Statistics Canada staff will be conducting a door to door verification of addresses in Ottawa, Nepean, Kanata, Rockland, Vanier, Cumberland and parts of Gloucester. This will require contact with some occupants to verify addresses. This activity is being conducted in preparation for the 1996 Census of Canada. It ensures that all addresses are identified and included when the census questionnaires are distributed through the mail.

All Statistics Canada staff carry identification visibly on their person. However, should you wish to confirm the identity of an enumerator or if you require additional information regarding this matter, do not hesitate to contact Milena Zelenbaba, Statistics Canada, 951-6818.

I would be grateful if you would circulate this information to officers on duty during this period.

Sincerely,

Guy Parent,
Prelist Manager
Gérant du listage préliminaire

Monsieur Michel Denis, directeur
Sûreté municipale de Hawkesbury
419, boul. Cartier
Hawkesbury (Ontario)
K6A 1Z9

Monsieur,

Par la présente, je désire vous aviser que du 20 septembre au 29 septembre prochain des employés de Statistique Canada procéderont à effectuer un suivi suite au listage d'adresses qui a eu lieu pour le même secteur entre le 12 mai et le 16 juin. Dans certains cas, une vérification de l'adresse avec les occupants sera nécessaire. Cette activité est menée dans le cadre du Recensement de 1996. Elle nous permet de nous assurer que toutes les adresses auront été identifiées et inscrites lorsque les questionnaires de recensement seront envoyés par la poste.

Tous les employés de Statistique Canada portent, de façon très visible, une carte d'identité. Toutefois, si vous désirez confirmer l'identité d'un agent recenseur ou obtenir de plus amples renseignements au sujet de cette activité, n'hésitez pas à communiquer avec Michel Nault, Statistics Canada, (613) 951-5749.

Je vous prie d'agréer, Monsieur, l'expression de mes sentiments les meilleurs.

Guy Parent,
chef du bureau de district
District Office Manager

Chief Claude Brett
Gananoque Police Service
175 South Street
Gananoque, Ontario
J7G 1A1

Chief Brett,

I am writing to advise you that between September 20, 1995 and September 29, 1995, Statistics Canada staff will be conducting a follow-up to the listing activities that took place in your area between May 12, 1995 and June 16, 1995. This will require contact with some occupants to verify addresses. This activity is being conducted in preparation for the 1996 Census of Canada. It ensures that all addresses are identified and included when the census questionnaires are distributed through the mail.

All Statistics Canada staff carry identification visibly on their person. However, should you wish to confirm the identity of an enumerator or if you require additional information regarding this matter, do not hesitate to contact Michel Nault, Statistics Canada, 951-5749.

I would be grateful if you would circulate this information to officers on duty during this period.

Sincerely,

Guy Parent,
District Office Manager
chef du bureau de district



CENSUS · RECENSEMENT



November, 1995

Dear Resident:

The next Census of Canada is May 14, 1996.

Statistics Canada is currently checking addresses in your neighbourhood to ensure that you receive your 1996 Census questionnaire.

It is possible that a Statistics Canada employee has already asked you about your address, postal code or the number of dwellings in your building. However, it is necessary to check a sample of addresses against our initial list, to ensure complete accuracy of information.

If you have any questions or if you would like more information about 1996 Census activities currently underway, please contact Mr. Michel Nault, Statistics Canada, (613) 951-5749.

Statistics Canada appreciates your co-operation in this important matter.

Novembre 1995

Madame, Monsieur,

Le prochain Recensement du Canada aura lieu le 14 mai 1996.

Statistique Canada procède actuellement à la vérification des adresses de votre quartier pour s'assurer que vous recevrez votre questionnaire du Recensement de 1996.

Il est possible qu'un employé de Statistique Canada vous ait déjà demandé votre adresse, votre code postal ou le nombre de logements dans votre immeuble. Nous devons toutefois vérifier un échantillon d'adresses de notre liste afin de nous assurer que l'information qui s'y trouve est exacte.

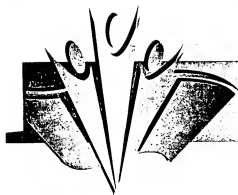
Si vous avez des questions à propos des activités menées dans le cadre du Recensement de 1996, veuillez communiquer avec Monsieur Michel Nault, Statistique Canada, au (613) 951-5749.

Statistique Canada vous remercie de votre collaboration à cet important projet.

Guy Parent

District Office Manager / Chef de bureau de district





CENSUS RECENSEMENT



Proposal for 1996 Census Help Centre - Ottawa South February 26, 1996

Background

Tuesday, May 14 1996 is Census Day. On that day, every person residing in Canada will be asked to "Count themselves in" by completing a census questionnaire and mailing it back to Statistics Canada.

By law, every household in Canada is required to complete a census questionnaire. A toll-free, census help service has been established to assist people who need information when filling out their questionnaire. Operators who speak languages other than English or French will be available to help callers.

Purpose of Centre

Help Centres respond to inquiries from persons who are newcomers to Canada, who speak neither official language, who are illiterate or who, for other reasons, require assistance in completing their questionnaire.

In Ottawa-South, there appears to be a need to address the high concentration of recent Somalian immigrants, many of whom are illiterate in their mother tongue and who also do not know English or French - the languages of the Census questionnaire.

Location

To be determined. Two suggestions include the South East Ottawa Centre and Billings Bridge Plaza.

Dates of Operation

To be determined. Initial estimates are May 11 to May 16.

Hours of Operation

9 a.m to 9 p.m. (depending on location)

Staffing

Statistics Canada will hire and train qualified candidates from the community. Language qualifications for these positions will include the ability to speak English, French and one other language. Ideally, the help centre should be staffed at all times by at least one person whose third language is Somali.

Space Requirements

Space for a table and display area, a private area for completing questionnaires and if possible, a telephone hook-up.

Publicity

Community newspaper, posters in the area, community centres, the Census Help Line.



CENSUS · RECENSEMENT

96

March 11, 1996

Dear Sir/Madam:

The next Census of Canada will take place on Tuesday, May 14 1996. The census is Canada's largest and most comprehensive survey. It is unique because it is the only source of data available in a standardized format for all small areas and all residents of Canada. Census data are used by the public and private sectors to plan community services and for the allocation of funding.

In March or April, 1996, a Statistics Canada representative will be contacting you to make arrangements for the enumeration of residents in your establishment, known as a collective dwelling. The attached document provides detailed information about the process Statistics Canada will follow to conduct the census, particularly as it pertains to collective dwellings.

A complete enumeration is essential to the success of the 1996 Census. Your assistance in ensuring that everyone in your establishment is counted would contribute greatly to this important endeavour.

Should you have any questions or require further information at this time, do not hesitate to contact Nick Janna, Field Operations Supervisor-Collective Dwellings at (613) 951-6690.

990

Sincerely,

Guy Parent
District Office Manager

encl.

Enumeration of Collective Dwellings - 1996 Census

When is the 1996 Census being taken?

Tuesday, May 14, 1996

Who will be included in the Census?

All residents of Canada, including those who live in collective dwellings.

What is a Collective Dwelling and how are they being enumerated?

In March or April, 1996, a Statistics Canada representative will contact administrators of collective dwellings by telephone or in person. At that time arrangements will be made for the enumeration of residents and staff. The following table indicates the types of collective dwellings and the method of enumeration which applies to each:

Non-institutional collective dwellings: hotels, motels, tourist homes, lodging and rooming houses, school residences and residences for training centres, YM/YWCAs, missions and hostels, campgrounds and parks, work camps, religious establishments and military camps.	Self-enumeration. Residents complete own questionnaires.
Institutional collective dwellings: children's group homes, chronic care hospitals, nursing homes, residences for senior citizens, hospitals, psychiatric institutions, treatment centres and institutions for the physically handicapped, correctional and penal institutions, young offenders facilities and jails.	Census representative consults administrative records for institutional residents. Live-in staff complete own questionnaire.

When will enumeration in collectives take place?

May 13 and 14, 1996.

Are collective dwellings legally obliged to open their records to Statistics Canada?

Yes. Section 13 of the Statistics Act requires collective dwellings to permit access to administrative records by appointed Statistics Canada employees for the purposes of Census enumeration.

Some of our records contain sensitive, personal information. What about confidentiality?

Statistics Canada respects and understands the importance of maintaining the highest level of confidentiality.

Section 17 of the Statistics Act requires that only employees who have taken an oath of secrecy and who work directly with census data will see the completed questionnaires. Violation of this

oath results in a fine of up to \$1,000 or a jail term of up to six months, or both.

The Statistics Act also requires that identifiable information be kept confidential. Personal census information cannot be given to anyone outside Statistics Canada - not courts, not another government, not another person.

For more information, contact _____.

Madame, Monsieur,

Le prochain recensement du Canada aura lieu le mardi 14 mai prochain. Le recensement constitue l'enquête la plus vaste et la plus complète à être menée au Canada. Il s'agit de la seule source de données disponibles dans un format standard pour toutes les petites régions du pays. Les données du recensement sont utilisées par les secteurs public et privé pour planifier les services à la communauté et pour attribuer des fonds.

En mars ou en avril 1996, un agent de Statistique Canada communiquera avec vous pour établir les modalités de dénombrement dans votre établissement. Le document ci-joint fournit des renseignements détaillés sur le processus que Statistique Canada entend suivre pour mener le recensement dans les logements collectifs.

Un dénombrement complet est essentiel au succès du Recensement de 1996. Ainsi, en nous aidant à voir à ce que tous les résidents de votre établissement soient dénombrés, vous contribuez à l'atteinte de cet objectif.

Si vous désirez obtenir de plus amples renseignements, n'hésitez pas à communiquer avec moi, au (613) 951-5068.

Je vous prie de recevoir, Madame, Monsieur, l'expression de mes sentiments les meilleurs.

Guy Parent
Chef du bureau de district

p.j.

Dénombrement des logements collectifs – Recensement de 1996

Quand le Recensement de 1996 aura-t-il lieu ?

Le mardi 14 mai 1996.

Qui sera dénombré dans le cadre du recensement ?

Tous les gens vivant au Canada, y compris ceux qui habitent dans un logement collectif.

Qu'est-ce qu'un logement collectif et comment est-il dénombré ?

En mars ou en avril 1996, un agent de Statistique Canada communiquera avec les administrateurs de logements collectifs pour discuter des modalités de dénombrement des résidents et du personnel de l'établissement. Le tableau qui suit indique les types de logements collectifs et la méthode de dénombrement qui s'applique pour chacun d'eux.

Logements collectifs non institutionnels : hôtels, motels, maisons de chambres pour touristes, pensions et maisons de chambres, résidences scolaires et résidences de centre de formation, refuges, centres d'accueil, YM/YWCA, terrains de camping et parcs, camps de chantier, établissements religieux et camps militaires.	Autodénombrement. Les résidents remplissent leur questionnaire.
Logements collectifs institutionnels : foyers collectifs pour enfants et orphelinats, hôpitaux pour personnes souffrant de maladies chroniques, maisons de repos, résidences pour personnes âgées, hôpitaux, hôpitaux psychiatriques, centres de traitement et établissements pour handicapés physiques, établissements de correction et établissements pénitentiaires, foyers pour jeunes contrevenants et prisons.	Le recenseur consulte les dossiers administratifs dans le cas des résidents. Les employés résidents remplissent leur questionnaire.

Quand aura lieu le dénombrement dans les logements collectifs ?

Les 13 et 14 mai 1996.

Est-ce que les logements collectifs sont obligés de permettre l'accès à leurs dossiers à Statistique Canada ?

Oui. L'article 13 de la *Loi sur la statistique* stipule que les logements collectifs doivent permettre l'accès à leurs dossiers administratifs aux employés autorisés de Statistique Canada, et ce, pour les besoins du dénombrement.

Certains de nos dossiers renferment des renseignements personnels et de nature délicate. Que faites-vous de la confidentialité ?

Statistique Canada accorde la plus grande importance à la confidentialité des renseignements personnels.

L'article 17 de la *Loi sur la statistique* exige que seuls les employés qui ont prêté un serment de discrétion et qui travaillent directement avec les données du recensement puissent voir les questionnaires remplis. Ne pas respecter le serment pourrait entraîner pour l'employé fautif une amende maximale de 1 000 \$ et une peine d'emprisonnement maximale de six mois, ou l'une de ces peines.

La *Loi sur la statistique* exige également que tout renseignement permettant d'identifier un individu demeure confidentiel. Personne à l'extérieur de Statistique Canada, y compris les autres ministères et les tribunaux, n'a accès aux renseignements personnels.

Pour obtenir plus d'information, communiquez avec _____.

APPENDIX/APPENDICE 8

Draft Letter to Municipal Police - 1996 Census Activities March 8, 1996

Chief Brian Ford
Ottawa-Carleton Regional Police
111 Lisgar Street
Ottawa, Ontario
K2P 2L7

Chief Ford,

The next Census of Canada is Tuesday, May 14, 1996. I am writing to advise you of census activities which will be taking place between May and August, 1996. From May 1 to 11, all households and agricultural operations will receive their questionnaires. During the months of June, July and part of August, census staff will contact households by phone or in person, to verify information on those questionnaires that have been filled in incompletely or with ambiguous information, and to collect unreturned questionnaires.

The enclosed information will assist you, your officers and staff in responding to inquiries from the public regarding the 1996 Census. However, should you require additional information regarding this matter, do not hesitate to contact Gerry Savage, Statistics Canada, (613) 990-7883.

Sincerely,

Guy Parent,
District Office Manager

Census Press Kits - Centralized Edit

The kits for centralized edit community newspapers contained the following:

Letter signed by Dale Sewell

Census standard article

Story on local crew leader

Photo of local crew leader

Four-page bulletin for the media "The 1996 Census of Canada"

Fact sheet with local community data

Focus for the Future - Vol. 10 - number 1

Focus for the Future - Vol. 10 - number 2

Focus for the Future - Vol. 10 - number 3

Focus for the Future - Vol. 10 - number 4

Short and long Census of Population questionnaires (2A, 2B)

Census of Agriculture Information (where applicable)

Reproduction sheets for logo (#305)



CENSUS · RECENSEMENT



April, 1996

Avril 1996

Dear Superintendent:

Au \ À la concierge de l'immeuble,

The next Census of Canada is Tuesday, May 14, 1996. On that day, every household in Canada will fill in a census questionnaire and mail it back to Statistics Canada.

Le prochain recensement du Canada aura lieu le mardi 14 mai 1996. Ce jour-là, tous les ménages canadiens rempliront un questionnaire de recensement et le retourneront par la poste à Statistique Canada.

One in every five units in your building will receive the long questionnaire, which asks the year the dwelling was originally built. Your tenants may ask you for this information. We are sending you a poster to help you respond to this question. Simply fill in the correct year and post it in a public area such as the lobby or mail room. Should you receive other questions about the census or about the questionnaires that have been delivered, please refer these inquiries to the Census Help Line at 1-800-670-3388.

Un appartement sur cinq recevra un questionnaire complet dans lequel on demande l'année de construction de l'immeuble. Vos locataires pourraient donc vous demander cette information. Nous vous faisons parvenir une affiche qui vous aidera à répondre à vos locataires. Vous n'avez qu'à inscrire l'année de construction de l'immeuble directement sur l'affiche. Mettez ensuite l'affiche bien en vue dans l'entrée de l'immeuble ou près des casiers postaux. Si vos locataires vous posent d'autres questions à propos des questionnaires, veuillez leur demander de téléphoner au 1 800 670-3388.

During June and July, census staff will be enumerating persons who have not yet returned a census questionnaire. Statistics Canada will be contacting you to arrange for access to your building during this period.

Au cours des mois de juin et juillet, le personnel du recensement procédera au dénombrement des personnes qui n'ont pas encore retourné leur questionnaire. Statistique Canada communiquera avec vous à ce moment-là pour prendre des arrangements au sujet de l'accès à l'immeuble.

Thank you for co-operation in this important matter. If you have any questions or require additional information, do not hesitate to contact Maria Conti at (613) 990-7425.

Nous vous remercions de votre précieuse collaboration. Pour obtenir plus d'information sur le recensement, n'hésitez pas à communiquer avec Maria Conti au (613) 990-7425.

Sincerely,

Veuillez agréer l'expression de mes sentiments les meilleurs.

Guy Parent

District Office Manager / Chef du bureau de district
1996 Census of Canada / Recensement du Canada de 1996

CENSUS · 1996 · RECENSEMENT

Count Yourself In!

Soyez du nombre!



**A 1996 Census form has
been delivered to each
unit in this building.**

**The following information will help
your household answer question H-4:
(Long questionnaire only)**

**This building was originally
built in _____.**

**For more information about the 1996 Census, call
the Census Help Line:**

1-800-670-3388

(français au verso)



Statistics
Canada

Statistique
Canada

Canada

RECENSEMENT · 1996 · CENSUS

Soyez du nombre!

Count Yourself In!



**Un questionnaire de
recensement a été livré à
chaque appartement de cet
immeuble.**

**L'information suivante vous aidera à
répondre à la question H4.
(questionnaire complet seulement)**

**Cet immeuble a été construit
en _____.**

**Pour obtenir plus d'information sur le Recensement de 1996, téléphonez
à l'Assistance téléphonique du recensement, au**

1 800 670-3388.

(English on reverse)



Statistique
Canada

Statistics
Canada

Canada

1996 CENSUS HELP CENTRE

THE JOB: Help Centre staff will respond to public inquiries the about the census. Where necessary, staff will assist respondents in completeing their questionnaire.

PERIOD AND LOCATION OF EMPLOYMENT: Office activities are expected to run from May 13, to May 16, 1996. The Help Centre will be located at Billings Bridge Plaza.

QUALIFICATIONS: All candidates must:

- be at least 18 years of age;
- demonstrate an ability to understand written instructions;
- be able to work full time (including evenings and weekends);
- be able to write legibly;
- be active, tactful, conscientious and possess good judgement in dealing with the public;
- must be fluent in English and/or French (oral and written) and another language (eg., Somali, including knowledge of Arabic script).

HOURS OF WORK: Employees must be able to attend the information held on the prescribed date (to be determined) and be available to work six days a week, a minimum of six hour a day.

REMUNERATION: Support staff will be paid \$9.50 per hour. Applicable deductions will be made in accordance with the various regulations.

RESTRICTIONS: Employees must no be connected with the levying or collection of municipal taxes, or with a collection agency.

RELIABILITY: Candidates will be required to consent to the disclosure of personal information for the purpose of a reliability check and to sign a Declaration Regarding Criminal Convictions.

SECRECY: Employees must take an Oath or Affirmation of Office and Secrecy, swearing never to reveal to unauthorized persons any information collected in confidence for the 1996 Census.



**CENSUS HELP CENTRE TALLY SHEET /
FICHE DE CONTRÔLE DU CENTRE D'AIDE
RECENSEMENT**



DATE _____

PAGE OF / DE

GENERAL INQUIRIES / RENSEIGNEMENTS GÉNÉRAUX

[illegible]

**CENSUS HELP CENTRE TALLY SHEET /
FICHE DE CONTRÔLE DU CENTRE D'AIDE
DU RECENSEMENT**

DATE _____

PAGE _____ OF/DE _____



QUESTIONNAIRES

[illegible]

CENSUS • 1996 • RECENSEMENT

It's not
too late!



Il n'est pas
trop tard !

If you have
not yet
returned your
census form,
please
complete it
and mail it
today.

Si vous n'avez
pas encore
retourné votre
questionnaire de
recensement,
veuillez le remplir
et le poster
aujourd'hui même.

Need
help?

Peut-on
vous aider ?

Call / Composez le
1 800 670-3388



CENSUS • 1996 • RECENSEMENT

It's not too late!

Il n'est pas trop tard !



Census / Recensement

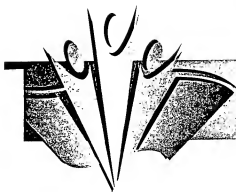
ANY / DES

QUESTIONS

Call / Composez le
1 800 670-3388

1-800-670-3388

Canada



CENSUS · RECENSEMENT

96

June 21, 1996

ADDRESS

Attention: Building Management

During the first two weeks of May each household in your building received a census questionnaire in the mail.

Statistics Canada now requires access to your building to conduct follow up activities. These activities include verifying that vacant suites were truly unoccupied on May 14 and getting information from residents who have not yet returned their census questionnaire or have returned an incomplete questionnaire.

It is our goal to collect the Census from your building with the minimum inconvenience and disruption.

The bearer of this letter is an employee of Statistics Canada and therefore authorized by the federal Statistics Act to collect the Census.

Section 13 of the Statistics Act states:

Access to records

A person having the custody or charge of any documents or records that are maintained in any department or in any municipal office, corporation, business or organization, from which information sought in respect of the objects of this Act can be obtained or that would aid in the completion or correction of that information, shall grant access thereto for those purposes to a person authorized by the Chief Statistician to obtain that information or aid in the completion or correction of that information.

Section 32 (b) of the Statistics Act states:

Every person who otherwise in any way wilfully obstructs or seeks to obstruct any person employed in the execution of any duty under this act is guilty of an offence and liable on summary conviction to a fine not exceeding one thousand dollars or to imprisonment for a term not exceeding six months or both.

Statistics Canada respects the concerns of Canadians regarding the confidentiality of personal information. All of the information collected by our representative is legally protected by the Statistics Act. Statistics Canada employees are required to swear an oath of secrecy and breaking that oath could result in a fine, a jail term, or both. All Census Representatives carry authorized cards identifying them as employees of Statistics Canada.

If you have any questions or concerns, please call

Thank you for your co-operation.

Gerry Savage





RECENSEMENT · CENSUS



Le 21 juin 1996

(Adresse)

À l'attention du gestionnaire de l'immeuble

Au cours des deux premières semaines du mois de mai, tous les ménages de votre immeuble ont reçu un questionnaire de recensement pas la poste.

Statistique Canada doit maintenant avoir accès à votre immeuble pour mener des activités de suivi. Ces activités comprennent la vérification des logements vides, pour savoir s'ils étaient vraiment libres le jour du recensement, et la collecte de renseignements auprès des locataires qui n'ont pas encore retourné leur questionnaire ou qui l'ont retourné incomplet.

Notre objectif est de recueillir les renseignements manquants dans votre immeuble en créant le minimum d'inconvénients.

Le porteur de cette lettre est un employé de Statistique Canada. Il est donc autorisé par la Loi sur la statistique à procéder à la collecte des renseignements.

L'article 13 de la Loi sur la statistique stipule :

Accès aux archives

Une personne ayant la garde ou la charge de documents ou archives conservés dans un ministère ou dans un bureau municipal, une personne morale, entreprise ou organisation et dont on pourrait tirer des renseignements recherchés pour les objets de la présente loi ou qui aideraient à compléter ou à corriger ces renseignements, est tenue d'en permettre l'accès, à ces fins, à une personne autorisée par le statisticien en chef à obtenir ces renseignements ou cette aide pour le complètement ou la correction de ces renseignements.

Le paragraphe 32(b) de la Loi sur la statistique stipule :

Est coupable d'une infraction et passible, sur déclaration de culpabilité par procédure sommaire, d'une amende maximale de mille dollars et d'un emprisonnement maximal de six mois, ou de l'une de ces peines, quiconque, selon le cas :

b) autrement, volontairement, fait obstacle ou cherche à faire obstacle d'une façon quelconque à une personne chargée d'exercer une fonction prévue par la présente loi.

Statistique Canada comprend les préoccupations des Canadiens au sujet de la confidentialité des renseignements personnels. Tous les renseignements recueillis par nos agents sont légalement protégés par la Loi sur la statistique. Tout le personnel de Statistique Canada doit prêter un serment de discrétion et quiconque romprait ce serment serait passible d'une amende et d'une peine d'emprisonnement, ou de l'une de ces peines. Tous les recenseurs portent une carte d'autorisation les identifiant clairement comme étant des employé(e)s de Statistique Canada.

Si vous avez des questions, n'hésitez pas à communiquer avec

l'agent de votre collaboration

Gerry Savage



Statistique Canada
Statistics Canada

Canada

THE YELLOW ENVELOPE

YOU RECEIVED IN THE MAIL RECENTLY
CONTAINS YOUR CENSUS QUESTIONNAIRE.

THIS FORM IS VERY IMPORTANT
AND BY LAW, MUST BE COMPLETED.

DUE TO A TECHNICAL ERROR,
YOUR FORM HAD THE WRONG APARTMENT NUMBER ON IT.

(THE APARTMENT NUMBER STARTED WITH A "1",
SO THAT APARTMENT 511, FOR EXAMPLE, WAS LISTED AS 1511)

IF YOU THREW AWAY YOUR ENVELOPE

PLEASE

CALL THE RESIDENT INFORMATION LINE AT

230-4739

AND WE WILL GET YOU A NEW FORM.

OUR APOLOGIES FOR THIS MISTAKE.

L'ENVELOPPE JAUNE QUE VOUS AVEZ REÇUE
RÉCEMMENT PAR LA POSTE CONTENAIT
VOTRE QUESTIONNAIRE DE RECENSEMENT.
CE QUESTIONNAIRE EST TRÈS IMPORTANT ET,
SELON LA LOI, IL DOIT ÊTRE REMPLI ET
RETOURNÉ PAR LA POSTE.

EN RAISON D'UNE ERREUR TECHNIQUE, VOTRE NUMÉRO
D'APPARTEMENT COMPORTAIT UNE ERREUR.

(PAR EXEMPLE, LE NUMÉRO 511 PORTAIT LE NUMÉRO 1511)

SI VOUS AVEZ JETÉ VOTRE ENVELOPPE,
VEUILLEZ COMMUNIQUER AVEC
LA LIGNE D'INFORMATION DES RÉSIDENTS, AU
230-4739
ET NOUS VOUS FERONS PARVENIR UN AUTRE
QUESTIONNAIRE.
NOUS NOUS EXCUSONS DES INCONVÉNIENTS.

CENTRALIZED EDIT HELP CENTRE

Report and Evaluation

Overview During the early planning discussions between Census Communications and Collections Planning, it was decided to not establish Census Help Centres in the Ottawa region during the 1996 Census. This decision was based on 1991 Census demographics and on a general assumption that the size of ethnic populations in the Ottawa area would not justify the cost.

During the course of meetings with ethnic groups, however, there emerged a need to target the Somali community with a communications strategy. Since 1991 there had been an influx of approximately 10,000 new immigrants from Somalia to the Ottawa region. Among this population there was an 80% illiteracy rate in the Somalian language as well as in English and French. This is due in part to the oral nature of the culture and in part to the fact that the Somali written language is about twenty-five years old.

The Carlington Community Resource Centre set up a meeting between the Communications Liaison Officer, the District Office Manager and staff of the Somali Centre for Family Services to discuss the viability of establishing a Census Help Centre to help target this ethnic group. As a result of this meeting, a recommendation was made to the Census District Office by the Communications Liaison Officer and a Help Centre was established at Billings Bridge Plaza from May 13 to 15.

Purpose To assist respondents, particularly those of Somali community, with completing their questionnaires and to respond to general inquiries from the public about the census.

Staffing The Somali Centre provided a list of potential candidates from the Somali community. These were forwarded to the District Office and three staff were hired. However, because of their limited training (see "Training" below), it was decided to have a communications officer at the centre at all times, to assist with general inquiries from the public.

Training Initially, Census Communications, in conjunction with Collections, planned to provide "off-site" training / information sessions to the Help Centre staff as well as to service providers from other community organizations which had indicated a willingness to assist their clients with completing questionnaires. These sessions were to include communications and collections components. However, no collections staff from the District Office were available to plan and conduct such training.

As a result, training of the Help Centre staff was limited to their participation in a one day, "Editing for Completeness" portion of the training session for Help Line Supervisors. Training was provided only to those three staff hired for the Help Centre and did not include Communications staff.

Location The Somali Centre provided a list of suggested locations in the Ottawa South area, where there was the largest Somali population. Billings Bridge Plaza was chosen for location and because mall administration offered a high traffic area for three consecutive days at no cost. The Centre operated during mall hours, from 9 a.m. to 9 p.m.

Results

Questionnaires Completed	2A	14
	2B	6
Total Questionnaires Completed		20
Inquiries referred to Help Line		36
Action Cards Completed		21
Total Inquiries (Including Questionnaires)		245
Total Somali inquiries		12

Promotion Promotion was limited to: Somali Centre for Family Services informing their clientele; the Help Line staff informing respondents. Since only one centre was established, it was decided to limit promotion to that area. Raising the profile of one centre might create public expectations to have others. Time and resources could not accommodate such a demand if it occurred.

Cost 3 staff @ \$9.00 per hour x 24 hours (3 eight hour shifts) = \$648 (Collections)

Rental of tables & chairs (Lorne Murphy Foods)
= \$65 (Communications)

One census communications officer (36 hours)

Physical space in mall = No charge

Evaluation The centre did not serve the intended purpose. Only 12 inquiries were handled in Somali, including two questionnaires. This was due in a large part to limited promotion of the Centre.

The centre was, however, successful as an information and referral centre. It raised public awareness of the census and responded to 245 inquiries over a three day period. Because the centre operated on weekdays, it reached mostly seniors and office / mall staff. Inquiries between 6 p.m. and 9 p.m. were minimal and the centre could have closed during those hours.

Challenges

Some time was spent determining the legal implications of signing a lease agreement with Billings Bridge Plaza because the agreement contained a clause requiring the Statistics Canada to carry liability insurance. Since the federal government does not carry such insurance, the lease agreement was signed but a letter was drafted, indicating the federal government's liability in cases. *Both the lease agreement and the letter appear at the end of this report.*

Because the establishment of a Help Centre was agreed upon rather late in the program, and because Collections Planning and Communications had previously determined there would not be Help Centres in the region, there were insufficient resources available from the District Office to properly plan and implement the centre. However, once the commitment to the Somali community had been made, Statistics Canada was obliged to proceed with the Centre. With the exceptions of hiring and training staff, Census communications assumed complete responsibility for operating the centre.

TEMPORARY DISPLAY AGREEMENT

SHOPPING CENTRE: BILLINGS BRIDGE PLAZA
2277 RIVERSIDE DRIVE, SUITE# 208
OTTAWA, ONTARIO K1H 7X6
TEL: 613-733-2595
FAX: 613-733-7233

1. EXHIBITOR: Stats. Canada
2. ADDRESS: _____
3. TEL: 951-6127 FAX: _____
4. CONTACT NAME: David Desormeaux
5. EXHIBIT SET-UP DATE: May 13 (Monday)
6. EXHIBIT REMOVAL DATE: May 15 (Wednesday)
7. LOCATION: across from Dixie's Agency
8. AREA: _____
9. SPECIAL REQUIREMENTS: _____
10. CHARITY REGISTRATION NUMBER: _____

FEE: Prices are higher during the Christmas Period

Per week (Mon - Sunday) \$700.00 payable to Enterprise Property Group + \$102.50 payable to the BBP Merchants' Association. GST included in price.

Per day (Mon - Wed. & Sun) \$140.50 (Enterprise) + \$41.40 (BBP Merch. Assoc.)
(Thurs - Sat) \$195.00 (Enterprise) + \$41.40 (BBP Merch. Assoc.)

Three Consecutive Days: Mon - Wed: \$457.25 (Enterprise) + \$51.00 (BBP Merch. Assoc.)
Thurs - Sat: \$617.75 (Enterprise) + \$51.00 (BBP Merch. Assoc.)
GST included in all prices

PAYABLE IN ADVANCE BY EITHER CERTIFIED CHEQUE/MONEY ORDER/BANK DRAFT

11. Payment due date: _____
12. The area shall be used continuously and actively throughout the terms and during the permitted hours of use, solely for the purpose of: Census
13. The only permitted hours for use of the area are as follows:
Mon., Tues & Sat: 9:30 AM - 6:00 PM
Wed - Fri: 9:30 AM - 9:00 PM
Sunday: 12 NOON - 5:00 PM

Effective December 1st, 1995 (Extended Christmas Hours begin)
Monday - Saturday: 9:30 AM - 9:00 PM
Sunday: 12 NOON - 5PM

14. The above named party(ies) wish to lease space from Enterprise Property Group to carry on business as described in No. 12. for the period defined in No. 5 above.

15. The Landlord may terminate this Lease immediately, without prior notice, for any reason which the Landlord determines appropriate. The Exhibitor agrees, upon receiving notification to vacate the area and the Shopping Centre immediately and to leave same in a good and clean condition.

16. Exhibitor agrees to remove all its equipment as per No. 6. above and will leave the display area vacant and in a clean and acceptable manner as required by the Landlord. Failure to comply with No. 6. above will result in a \$250.00 per day penalty fee and removal of equipment by the Landlord in such manner as the Landlord may decide.

17. The above named party(ies) agrees to indemnify the Landlord for any claim resulting from injury to any person or property damage which is in any way connected with any display, exhibit or promotion, and from any claim for accident, theft, or loss of the aforementioned and to carry comprehensive public liability insurance of a minimum of TWO MILLION DOLLARS with the Landlord, as a named insured. In #17, Landlord means Enterprise Property Group, and all or any of its directors, officers, employees, representatives, contractors or agents and the Mall Merchants' Association/Promotion Fund.

18. Physical characteristics of the display (such as length, width, height, location) must be approved by Mall Management. No display may interfere with the routine of the centre unless approved by Mall Management.

19. The only signage permitted will be that which is attached to your display. No signage of any type will be attached to the walls or glass of the shopping centre. No free-standing signage will be permitted unless prior approval is obtained. Any signage deemed unacceptable by the management of the centre will be removed.

20. The Exhibitor will have the necessary permits, retail sales tax information, etc. Said documentation will have to be presented upon installation of the display, exhibit or promotion.

21. The Exhibitor shall provide all tables, chairs, signs, stands, etc., as required to present a professional image for its display. Tables will be properly skirted. All boxes and any additional merchandise stock are to be placed under the skirted table and not part of any display. Use of mail furniture for displays is strictly forbidden.

22. No microphones, loud speakers, radio, audio/visual, etc., will be used without prior authorization by the Landlord. The Exhibitor agrees that use of such equipment will be kept at a volume as determined by the Landlord so as not to interfere with the normal business practices of the Shopping Centre or its merchants.

23. The Exhibitor shall not assign or transfer this Lease nor sublet any part of the Premises with a third party without the Landlord's consent.

24. There are no provisions or understandings concerning this Lease which are not included in writing in this Lease.

In agreement with the above, we hereby affix our signatures.

K. Dale Swell
EXHIBITOR'S SIGNATURE

Per: Enterprise Property Group



Statistics Statistique
Canada Canada

Ottawa, Canada
K1A 0T6

April 29, 1996

Ms. Deborah Rae
Billings Bridge Plaza
Enterprise Property Group
2275 Riverside Drive East, Suite 208
Ottawa, Ontario
K1H 7X6

Dear Ms. Rae:

Further to the short term lease agreement between Enterprise Property Group (herein after called the Licensor) and Statistics Canada (herein after called the Licensee) for space at Billings Bridge Plaza during the period of May 13 to May 15, 1996, please consider this letter as confirmation of liability insurance.

It is the policy of the Government of Canada that the Crown self-underwrites all risks under its control. It therefore, does not purchase commercial liability insurance.

The Licensee (Statistics Canada) will defend, indemnify and hold the Licensor, the Manager, and the Owner(s) of Billings Bridge Plaza harmless from any claims, demands, liabilities, judgements, awards, fines, liens, losses, damages, expenses, charges or costs of any kind or character (including actual legal fees and court costs) arising directly or indirectly from Licensee's use of the License Area or in connection with the Licensee Area including claims caused by the negligence or wrongful acts of Statistics Canada, its employees or agents.

Thank you for your co-operation.

Wayne R. Smith
Director
Communications Division

Canada



APPENDIX/APPENDICE 17



What to do if you get a n

Étapes à suivre si vous r
un appel des médias

Take down some basic information following these guidelines:
Prenez en note les renseignements suivants :

Média / Type of Media: ☐ T.V. / Télévision ☐ Live / En direct
☐ Radio ☐ Taped / Enregistrement
☐ Print / Imprimé

Reporter's name :

Nom du journaliste :

Name of Station / Publication :

Nom de la station / publication :

Telephone :

N° de téléphone :

Fax :

N° de télécopieur :

What is the subject of the interview? (Be as specific as possible)
Sujet de l'entrevue (précisez)

What's the deadline? (time & date)
Délai (heure et date)

Tell the reporter that a Census
Communications officer will get back
to them shortly.

Dites au journaliste qu'un agent de
communications du recensement lui
téléphonerá sous peu.

Refer the above information to one of
the following Census Communications
staff:

Ensuite, remettez l'information ci-des
un des agents de communications st

David Desormeaux

951-6127

(RH Coats Building / immeuble R.-H.
(District Office / bureau de district)

990-0714

Ilia Trombetti

951-1981

(RH Coats Building / immeuble R.-H.
(RH Coats Building / immeuble R.-H.)

Shanne Beckstead

951-1661

Fax / Télécopieur : 951-0930



Statistics Statistique
Canada Canada

Ottawa, Canada
K1A 0T6

NOTICE

Dear Sir/Madam:

Recently a census representative contacted you in regard to the enumeration of your collective dwelling. As mentioned during the telephone liaison, we are sending you a List of Duties related to your collective dwelling.

Before May 14, a census representative will contact you again to discuss further your involvement in the enumeration process.

We would like to thank you for your participation in this project.

AVIS

Monsieur/Madame

Vous avez récemment été contacté(e) par un représentant du recensement au sujet du dénombrement de votre logement collectif. Tel que mentionné, nous vous faisons parvenir la liste des tâches pour votre type de logement collectif.

Un représentant du recensement vous contactera à nouveau afin de discuter, plus en détails, votre rôle dans le processus de dénombrement et ce avant le 14 de mai.

Permettez-nous de vous remercier de votre collaboration.





LIST OF DUTIES (for the census contact)

Lodging- and Rooming-houses (Code 11)

The Canadian census is of the utmost importance to the people of Canada. It is taken to obtain statistical information which provides the basis for many important planning decisions made by the general public, business and governments. Your assistance is valued and will contribute to the successful completion of the census.

As the person designated as the census contact, your duties are to:

1. Complete Columns 1 to 5 of the Form(s) 1A by room or unit number, using one line per person spending the night of May 13/14.
2. Distribute, or arrange for the distribution of the Forms 3E.1, envelopes containing the Forms 3, individual census questionnaires, on the evening of May 13, to each room. The number of Forms 3E.1 and Forms 3 distributed must equal the anticipated occupancy of the room.
3. Keep the completed questionnaires in a secure place (under lock and key, if possible) until the Census Representative returns on May 14, or soon after, to pick up and edit the completed questionnaires.

FAXMEMO®

no.: (613) 951-0930

Number of pages: 1 of 3

To: David name
Census of Canada company

Date: April 19 '96

From: Land name
Interval House company

Subject: _____

(G/3) 234-9474

fax number
[613] 234-8511
phone number

Message:

Signed: _____

If you encounter any difficulties in reading this FAXMEMO®, please contact: _____ name

name

phone number

if different than above



RECENSEMENT CENSUS

96

Dear Sir/Madam,

Thank you for your recent call to the Census Help Line. Enclosed you will find the Large print version of the List of Census Questions.

We must stress however that your responses must be entered on the questionnaire originally delivered to you.

If you need further assistance, do not hesitate to call us at 1-800-670-3388 and we will be glad to help you.

Thanks again for your time and cooperation.

Sincerely,
The Census Help Line.





CENSUS · RECENSEMENT

FORM 734A

THE 1996 CENSUS: The 1996 Census is an official and complete count of population, housing and agricultural operations, and a recording of their characteristics. In other words, the census is a series of questions asked of every usual resident and agricultural operator in Canada. These questions, answered for one particular point in time, provide a stop-action picture of the Canadian population, housing stock and agricultural activity. In 10 federal electoral districts constituting Eastern Ontario, a pilot project is being conducted; in this area a modified collection methodology and organizational structure will be assessed.

USES OF CENSUS INFORMATION:

Administration. Federal, provincial and municipal governments all use census data in order to develop the plans and policies to administer public programs.

Planning. Plans for school construction, housing, water and power supplies, fire protection, location of hospitals, family allowances, old age pensions, research programs, manufacturing and sales are often based on census facts.

Business. Businesses use census information in marketing studies, to determine the best location for new plants and branch operations, in plans for capital investment and in any other ways.

THE JOB: A crew leader is responsible for the organization and enumeration of a geographical area referred to as a crew leader area. The job of a crew leader is to train, direct and supervise a team of approximately 10 enumerators conducting the enumeration for the 1996 Census of Canada.

The job requires the crew leader to be industrious, hardworking and committed to the assignment. The experience is both a challenging and a rewarding one, offering the individual the opportunity to utilize management, leadership and team-building skills.

The importance of the crew leader's role cannot be overstressed. The person is responsible for the organization and successful completion of the enumeration in the assigned census crew leader area.

QUALIFICATIONS: Candidates must possess the following qualifications:

Personal:

- be at least 18 years of age;
- be prepared to work long hours, including evenings and Saturdays, when necessary;
- be able and willing to work on a full-time basis, from March 11, 1996, until July 19, 1996;
- be bilingual in those crew leader areas designated as bilingual;
- be a resident of the crew leader area or live in close proximity;
- be active, tactful, conscientious and possess good judgement;
- have full-time use of a motor vehicle and valid driver's licence;
- must not be connected with the levying or collection of taxes, or with a collection agency;

Abilities:

- demonstrate managerial and supervisory abilities, as well as an ability to understand written instructions and to read maps, as measured by a selection test;



CENSUS RECENSEMENT

- organize efficiently and carry out given assignments;
- exercise good judgement in selecting enumerators qualified to do the job;
- train others, and direct and supervise their work;
- show, through work history, an aptitude to undertake such functions;

DUTIES:

- attend training sessions given by a representative of Statistics Canada converting all aspects of a crew leader's job;
- gain a thorough knowledge of the crew leader area by reviewing detailed maps, verifying assignment boundaries, travelling to assigned areas, and by analysing any special characteristics of the population and geography of these areas;
- receive, check and distribute supplies;
- take reasonable care of all documents, maps and supplies furnished by Statistics Canada and return them immediately upon request;
- recruit suitable enumerators, test their abilities and recommend the most competent in accordance with the guidelines provided;
- conduct prescribed training courses to instruct enumerators in the performance of their duties;
- establish contact with the management of hotels, motels, and institutions, as well as that of some apartment buildings, in preparation for the census;
- monitor the completion of home study programs assigned to enumerators to verify completion and understanding;
- supervise each enumerator in the district during the field enumeration to ensure the work is being done completely and according to procedures;
- follow up cases of non-response (no questionnaire received) and non-cooperation (refusals) on the part of the public;
- submit reports to the Field Operations Supervisor at prescribed dates;
- check the assignment returned by each enumerator to ensure that it is complete and accurate;
- ensure that assignments which are rejected and followed up are complete and accurate;
- ensure that all completed assignments are shipped to the District Office as outlined in the procedures;
- participate in special studies as required;
- fulfil the requirements of the job to its completion;
- perform other related duties.

PERIOD AND LOCATION OF EMPLOYMENT: Activities are expected to run between March 11, 1996 and July 19, 1996 in parts of Carleton Gloucester, in Leeds Grenville, Stormont Dundas, Glengarry Prescott Russell, Lanark Carleton.

RELIABILITY: Candidates will be required to consent to the disclosure of personal information for the purpose of a reliability check and to sign a Declaration Regarding Criminal Convictions.

HOURS OF WORK: Successful candidates must attend the training sessions held on the prescribed dates and be available to work full-time immediately following the training session.





CENSUS · RECENSEMENT



REMUNERATION: Supervisors will be paid \$ 12.50 per hour. Enumerators will be paid \$ 9.50 per hour. Applicable deductions will be made in accordance with the various regulations. Employees will be reimbursed for job related kilometrage in accordance with the applicable Treasury Board Travel Directive.

SECURITY: Employees must take an Oath or Affirmation of Office and Secrecy, swearing never to reveal to unauthorized persons any information collected in confidence for the Census.

FOR MORE INFORMATION: If you meet the above qualifications and are interested in applying for a temporary assignment with the Census, call 951-6815 or our toll free number 1-800-850-8281 for more information.



CENSUS · RECENSEMENT



FORM 734A

LE RECENSEMENT DE 1996: Le recensement de 1996 est le dénombrement officiel et complet de la population, des logements et des exploitations agricoles, selon leurs caractéristiques. En d'autres termes, le recensement consiste à poser une série de questions à chaque résident habituel et à chaque exploitant agricole du Canada. Les réponses à ces questions, toutes fournies au même moment, permettent d'obtenir un «instantané» de la population canadienne, du parc de logements et de l'activité agricole. Un projet pilote sera mené dans les 10 circonscriptions électorales fédérales de l'Est de l'Ontario afin d'évaluer une méthodologie et une structure organisationnelle nouvelles.

UTILISATION DES DONNÉES DU RECENSEMENT:

Administration publique. L'administration fédérale, les provinces et les municipalités ont toutes besoin des données du recensement pour élaborer les plans et les politiques nécessaires pour administrer leurs programmes d'intérêt public.

Planification. Les données du recensement sont souvent à la base des plans établis concernant la construction d'écoles et de logements, l'approvisionnement en eau et en électricité, la protection contre les incendies, le choix de l'emplacement des hôpitaux, les allocations familiales et les pensions de vieillesse, les programmes de recherche, la fabrication et la vente de produits, etc.

Affaires. Les entreprises utilisent les données du recensement dans leurs études de commercialisation pour décider de l'implantation de nouvelles usines et de filiales, pour planifier leurs projets d'investissement et ainsi de suite.

TRAVAIL DU CHEF D'ÉQUIPE: Le chef d'équipe est chargé de l'organisation et du dénombrement d'une région géographique appelée zone de chef d'équipe. Son travail consiste à embaucher, à former, à diriger et à surveiller une équipe de 10 énumérateurs affectés au dénombrement dans le cadre du Recensement du Canada de 1996.

Le chef d'équipe doit être travailleur, appliqué et dévoué à son travail. Il s'agit d'un emploi gratifiant et enrichissant, qui donne l'occasion à cette personne de faire appel à ses compétences au chapitre de la gestion, de la direction et de la promotion du travail d'équipe.

On ne saurait trop insister sur l'importance du rôle de chef d'équipe. C'est à lui que revient la responsabilité de l'organisation et de l'exécution du dénombrement dans sa zone de chef d'équipe.

CONDITIONS DE CANDIDATURE: Le candidat doit posséder les qualités suivantes:

- Qualités personnelles:**
- être âgé d'au moins 18 ans;
 - être disposé à travailler pendant de longues heures, y compris le soir et le samedi, au besoin;
 - être prêt à travailler à plein temps du 11 mars au 19 juillet 1996;
 - être bilingue dans les zones de chef d'équipe désignées bilingues;
 - résider dans la zone de chef d'équipe ou à proximité;
 - être actif, avoir du tact, être consciencieux et posséder un bon jugement;
 - avoir en permanence une voiture à sa disposition et détenir un permis de conduire valide;
 - ne pas être affilié avec la levée ou la perception d'impôts, ou avec une agence de recouvrement.



CENSUS · RECENSEMENT

Aptitudes:

- réussir l'épreuve de sélection établissant que le candidat possède des compétences en matière de gestion et de surveillance et qu'il est en mesure de comprendre des directives écrites et de lire une carte;
- être capable d'organiser et d'exécuter efficacement le travail qui lui est confié;
- faire preuve de discernement dans le choix d'énumérateurs;
- être en mesure de former, de diriger et de surveiller d'autres personnes;
- posséder des antécédents de travail qui démontrent son aptitude à assumer de telles fonctions.

FONCTIONS: Les chefs d'équipes seront embauchés par le ministre responsable de Statistique Canada et devront remplir les tâches suivantes au nom de Statistique Canada:

- assister aux séances de formation données par un représentant de Statistique Canada et portant sur tous les aspects du travail de chef d'équipe;
- se familiariser à fond avec la zone de chef d'équipe en examinant des cartes détaillées, en vérifiant les limites de la tâche, en se déplaçant dans la zone de la tâche et en analysant les caractéristiques particulières de la population et de la géographie dans la zone;
- recevoir, vérifier et distribuer les fournitures;
- prendre soin des documents, cartes et fournitures remis par Statistique Canada et les retourner immédiatement sur demande;
- recruter des candidats aux postes d'énumérateur, leur faire subir un test d'aptitudes et recommander les plus compétents conformément aux lignes directrices fournies;
- donner les cours prévus pour les énumérateurs et l'adjoint administratif en vue de leur faire connaître leurs tâches;
- entrer en communication avec la direction d'hôtels, de motels et d'établissements institutionnels, ainsi que de certains immeubles d'appartements en prévision du recensement;
- vérifier si les énumérateurs ont bien fait les programmes de formation à domicile et s'ils les ont compris;
- surveiller chaque énumérateur dans la zone lors du dénombrement sur le terrain pour s'assurer que le travail est bien terminé selon les directives;
- effectuer un suivi dans les cas de non-réponse (aucun questionnaire reçu) et de non-collaboration (refus) de la part du public;
- présenter des rapports au Surveillant des opérations sur le terrain à des dates déterminées;
- vérifier la tâche retournée par chaque énumérateur afin de s'assurer qu'elle est complète et correcte;
- veiller à ce que les tâches rejetées fassent l'objet d'un suivi afin d'être complétées ou corrigées;
- voir à ce que toutes les tâches terminées soient envoyées au Bureau de secteur, conformément aux procédures;



CENSUS · RECENSEMENT



- participer à des études spéciales, au besoin;
- remplir les exigences du poste jusqu'à la fin de la tâche,
- remplir d'autres tâches connexes.

PÉRIODE ET LIEU DE TRAVAIL: Les activités devraient avoir lieu du 11 mars 1996 au 19 juillet 1996, dans une partie de Carleton-Gloucester, dans Leeds-Grenville, Stormont-Dundas, Glengarry-Prescott-Russell, Lanark-Carleton.

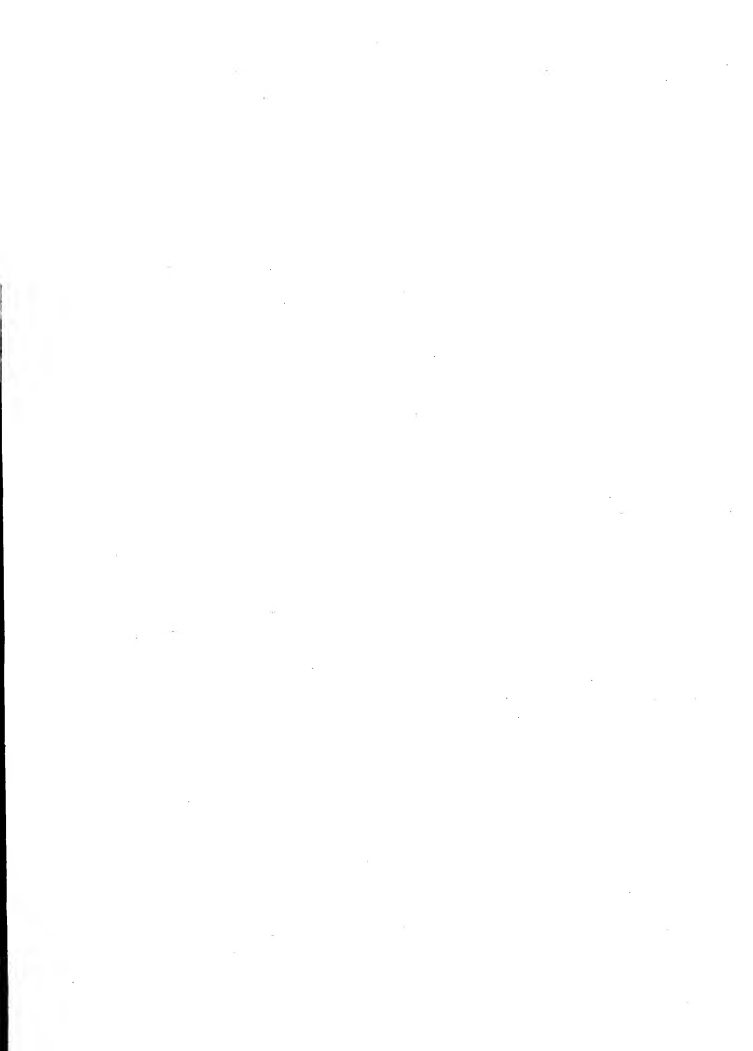
FIABILITÉ: Les candidats devront consentir à divulguer des renseignements personnels pour les besoins d'une vérification de fiabilité et ils devront signer une Déclaration à l'égard de condamnations criminelles.

HEURES DE TRAVAIL: Les candidats reçus devront suivre des séances de formation aux dates prescrites et être prêts à travailler tout de suite après la formation.

RÉMUNÉRATION: Les superviseurs recevront 12,50 \$ l'heure et les énumérateurs, 9,50 \$ l'heure. Des déductions seront faites conformément aux règlements applicables. Les employés recevront une indemnité de kilométrage conformément à la Directive du Conseil du Trésor sur les voyages.

SECRET: Les candidats reçus doivent prêter un serment ou une affirmation d'office et de discrétion, jurant de ne jamais divulguer d'information recueillie à titre confidentiel en vue du Recensement de 1996 à des personnes non autorisées.

RENSEIGNEMENTS COMPLÉMENTAIRES: Si vous possédez les qualités susmentionnées et souhaitez faire une demande d'emploi temporaire pour le Recensement de 1996, veuillez composer le 951-6815 ou, gratuitement, le 1-800- 850-8281.





Communications Program - Public Relations

1.0 Background

The Communications program for the Centralized edit test had both a Public Relations component and a support component for Collection activities. The public relations component included: third party support, education, special groups, community events, and media. Since the Centralized Edit test area was very much smaller than the area normally covered by a regional office, it would have been easy to saturate the area with communications information and messages and potentially skew the results. As a result, a consistent effort was made to keep activities at a level that could be duplicated in a larger area in the 2001 Census.

2.0 Third Party Support

The Third Party Support Program was designed to inform the public about the 1996 Census by utilizing the regular communications vehicles of private and public sector organizations. These included: corporations; hospitals; municipalities; and, associations. Potential supporters were initially contacted by letter. A communications officer followed-up with a direct contact either by telephone or in person.

2.1 Identification of Potential Support - Mailing Lists

In early 1995, Communications staff researched mailing lists to identify potential supporters. Information and lists were obtained from:

- Directories of corporations (*Directory of Retail Chains in Canada* (Maclean Hunter), *Blue Book of Store Operators & Wholesalers*, *Canadian Business Index* (MicroMedia Inc.); *Canadian Business* magazine (Top 500 issue), 1991 Census Evaluation Report.
- Ontario regional office provided Centralized Edit portion of several mailing lists including municipalities and Francophone associations.

The selection criteria included: the number of employees, clients or members; presence in the community; and, participation in the 1991 Census. Once the lists of potential sponsors were assembled, each organization was contacted to verify:

- name, gender and official title of President, CEO, etc.;
- correct mailing address of Head Office;
- preferred official language of correspondence.

2.2 Initial Contact - Letters

In September 1995, 77 organizations including businesses, hospitals, universities, colleges, Boards of Education and 20 large municipalities (cities and towns) received a letter from the Census Manager. In January, 1996, small municipalities (including 80 townships and villages) received letters from the Census Communications Manager. Local corporations and community organizations were contacted directly by a communications officer. See Appendix 1 for copies of the letters and lists of recipients.

There were no national corporations in Centralized Edit test area which received a letter from the Minister. As well, no associations were initially targeted for a mail-out. Local associations were identified, at a later time, through other communications activities and contacted as time and resources allowed.

2.3 Follow-up to Letters

In 1991, letters to corporations requested the name of a contact person. Because of time delays in obtaining the contact's name, 1996 letters informed the recipient that a communications officer would be contacting the organization to discuss the matter in more detail. This ensured that each organization was followed-up directly and quickly by a communications officer. Most organizations agreed to participate in the census once they understood the nature of the request that was being made of them.

Follow-up began in late October and continued into February. It included: calling the organization to determine the contact person and discuss the contents of the letter (often copies of the original letter had to be provided); and forwarding additional information. This step was quite time-consuming since it took some time to reach the person who

would actually be handling the Census file. Often, the letter to the CEO was not passed to this person until the organization was contacted by a Census communications officer.

Special activities such as the hanging of banners, participation in community events and speaking engagements required more personal involvement by communications officers.

2.4 Thank you letters

Thank you letters were sent to all organizations who helped promote the 1996 Census (Appendix 2). The response from large municipalities (cities and towns) was excellent. The City of Ottawa and the Regional Municipality of Ottawa-Carleton were particularly helpful.

3.0 Education

Colleges and Universities were approached twice: once through the administration (letter from Census Manager) to promote the census to staff and students and once through student councils (direct contact by letter or phone from a Census Communications officer). Since the school year finished at the end of March, a special, early order of coasters was produced for use in schools pubs. Some materials, such as bookmarks and tent cards, became available too late to be used effectively.

School Boards were approached as educational institutions and as providers of community language programs, such as ESL and literacy. Each administrative office provided a contact name for its Board's language programs and each program was followed up separately. Larger School Boards participated concurrently in several community education programs and through these programs were contacted more than once. This was an unavoidable overlap and is common among community-based organizations.

Although Hospitals and Boards of Education across Ontario were in the midst of funding / restructuring at this time, the support from these sectors was very strong. Fourteen of the fifteen school boards in the area distributed 188,877 bookmarks to their students. The bookmarks were packaged by Communications and distributed by the boards to individual schools.

4.0 Special Groups

"Special groups" targeted by the 1996 Census Communications program included ethnic, disabled, seniors, youth, and literacy.

Municipal governments, school boards and community service organizations provided the names of settlement agencies and community resource centres in the Ottawa-Carleton region. The RMOC's **Master List of Community Organizations** was particularly useful.

Contact with these groups was made directly by a Communications officer between November, 1995 and April, 1996. Initial contact was followed up with a telephone call, an information kit and confirmation of activities. A total of 21 presentations were made to ethnic groups, seniors' organizations and youth groups. These include two information sessions to assist community centres that were planning "clinics" to help their clients complete their questionnaires.

4.1 Literacy Groups

More than 100 practitioners in the literacy field were reached through the Ottawa-Carleton Coalition for Literacy (OCCL) while other literacy programs were reached through school boards and community centres. A special flyer advertising the Adult Basic Education Kit was produced for use by the OCCL (Appendix 3).

4.2 Ethnic Organizations

Settlement agencies and community resource centres were very pleased to be included in Statistics Canada's efforts to promote the census. They understood the importance of ensuring that their clients were "counted in" and as the first contact for new immigrants in the area, were ideal organizations to reach the intended target groups. At least four organizations held clinics to assist their clients in completing questionnaires. Most of these organizations did this as a service, much like assisting clients with income tax. The multilingual brochure and the accompanying single language fact sheets were popular and useful (Appendix 4).

The Somali community was identified for specific assistance because of its low level of literacy (20%). Since 1991, approximately 10,000 new immigrants from Somalia had

arrived in Ottawa with very few able to read or write either English, French or their mother tongue. A proposal was made to the Census District Office and a Help Centre was established at Billings Bridge Plaza from May 13 to 15.

4.3 Seniors Organizations

Although the support from seniors' organizations was good, most programs are community-based and have a small clientele. They generally prefer direct contact. Although request for speakers from Census Communications were turned down during March and April, requests made closer to Census Day were honoured. Over all, a somewhat disproportionate amount of time and resources was expended on these organizations with minimal hits.

4.4 Disability Organizations

Contact was made with the umbrella groups representing disabled persons in the region since there were too many small organizations representing groups with specific disabilities to contact individually.

4.5 Constituency Offices - Members of Parliament and Members of Provincial Parliament

Information packages were sent Members of Parliament constituency offices where staff were more likely to deal with respondents on a one-to-one basis rather than to the House of Commons. In the Centralized Edit area, follow-up calls were made to the constituency offices to ensure that the materials they received answered their questions. In addition to contacts made by Communications, Members of Parliament in the Centralized Edit area were contacted by District Office staff to discuss recruitment.

5.0 Community Events

Census Communications partnered with organizers of community events to reach participants and spectators with the census message.

Super Cities Walk for Multiple Sclerosis: A 14-member Statistics Canada team raised \$800 in pledges for this April 28 event. In exchange for our participation and 12 mugs to

be used as spot prizes, the organizers hung an 8' banner at the starting line. Negotiations began about one month prior to the event. An invitation to join the team was issued to all census employees and those participating were given a census T-shirt to wear. In total, there were 13,000 participants.

Mother's Day National Capital Marathon: Held on May 12, this event displayed a Census banner, gave away six census T-shirts, and provided space for an information table at the Sports Active Expo (6,000 attendees).

Tour de Quickie: This is an annual event held in May. Communications contacted the organizers in April but plans for the event had been finalized already.

6.0 Results - Third Party Support , Education, Special Groups, Community Events

Of 272 organizations contacted, 160 participated in the census. The largest blocks of non-support came from mail-outs to Francophone associations (11 non-response of 18) and small municipalities (67 non-response of 80 villages and townships). In both cases, these organizations received letters only with no telephone follow-up. See appendices 5 and 6 for details.

Table 1: Supporters - Private, Public, Education, Special groups and Community Events

Organization Type	Contacted	Participated *	Did Not Participate
Corporations	33	26	7
Hospitals	14	10	4
Colleges & Universities	6	6	--
Boards of Education	15	14	1
Municipalities (Large)	19	16	3
Municipalities (Small)	78	11	67
Associations	28	11	18
Ethnic Groups	29	22	7
Literacy Groups	11	10	1
Seniors' Groups	18	15	3

Youth Organizations	10	8	2
Persons with Disabilities	3	2	1
Various	8	5	3
TOTAL	272	156	117

7.0 Materials

Most materials were delivered in mid-to-late April. Others, such as inserts and articles, were delivered as early as February, depending on the organization's time requirements. Hydro companies, for example, required between two and eight months to complete a billing cycle.

Articles, E-Mail messages, inserts, bookmarks and posters were the most widely used materials. Bookmarks in particular were very useful as their size and practicality made them ideal for distribution to the public at kiosks, customer counters, etc. See Appendix 5 for samples of support.

7.1 Displays and Banners

Displays proved to be a useful and cost effective method of promoting the census to the public (Appendix 7). Although there were some problems with banners due to unusually bad weather during April (several banners had to be re-hung), they were an effective promotional tool. Communications targeted only those sites with high visibility and with a few exceptions were able to get approval from all organizations contacted (Appendix 8).

8.0 Media Relations

A media relations officer located in the Census Communications section was responsible for anticipating and responding to media requirements in the Centralized Edit test area. The Media Relations Unit supported the efforts of this person but did not provide direction.

8.1 Community Newspaper Press Kits

Information kits were sent to 86 community newspapers (Appendix 9). The kits were specialized and contained pertinent information for each community. For example, a distinct story was prepared for each census crew leader in centralized edit and distributed to the appropriate media outlets. Most of the newspapers that used the crew leader story also used the stock photographs that were provided. Fact sheets with census data down to the township level were prepared for 80 townships and cities in the centralized edit area. Kits also contained information on the Census of Agriculture.

8.2 Ethnic Community Press Kits

In addition to the information sent to the community newspapers, press kits for the 15 ethnic newspapers in the Ottawa area also included multilingual brochures and fact sheets in the appropriate language. Most ethnic media translated the materials provided and used it in their papers.

8.3 Ethnic Electronic Media

One interview was arranged with the Italian-language program **Tele-30** on Rogers Cable 22. The interview covered confidentiality of information, uses of census data, an explanation of the census collections process and was done entirely in Italian. This program has an audience of about 30,000 residents of Italian origin in the Ottawa area.

8.4 Census Stock Footage

Stock footage prepared for national media was also sent to 16 community stations and local affiliates of national media organizations located in the centralized edit area. A press kit containing generic materials and a fact sheet with social and economic data relevant to the viewing community was sent at the same time.

8.5 Radio Media Press Kits

Press kits were sent to media organizations in the National Capital Region and the centralized edit area about one week prior to the distribution of census questionnaires (beginning of May) providing information on collection activities over the following two week period.

8.6 Census Day Promotional Radio Visits

Census Communications officers visited 14 local radio stations in the centralized edit area on Census Day morning. Four interviews were confirmed at the time of the initial call. Communications officers brought on-air hosts a 1996 Census Mug and a Census Cookie provided by Treats Incorporated. Treats supplied the cookies free of charge in exchange for the promotional opportunity of a radio mention. Since the visits took place during the morning drive-to-work time, a phenomenal number of listeners in the area were reminded to fill in and mail back their census forms. The early morning visits set the tone and content for the rest of the day's radio programming, as many radio stations continued on the census topic and repeated the census message throughout the day.

Although Census Communications and head office staff at Treats communicated extensively to plan for the production and promotion of the Census Cookies at radio stations on Census morning, this did not go smoothly. There was a breakdown of communication between Treats' head office and the store doing the baking and, as a result, the cookies were not ready when needed. Treats staff hurriedly baked the cookies and placed monograms on the cookies within a couple of hours. The cookies were not of professional quality and some of the words were misspelled.

9.0 Coordination of Activities with the Ontario Regional Office

Ongoing contact (by telephone or E-Mail) was maintained with the Ontario regional office to ensure coordination of activities. This ongoing internal communications served several purposes:

- Ottawa kept its approach to promotional activities in line with those of the Ontario regional office which reduced the possibility of skewing the results of the test;

- Prevented duplication. Toronto staff forwarded the Centralized Edit portion of provincial lists to Ottawa so that respondents in the Centralized Edit area did not receive materials with a message relating Census Representatives.

10. Census of Agriculture

10.1 Background

The purpose of the Centralized Edit program was to make agricultural operators in the Centralized Edit area aware of the date and importance of the census and ways in which the data are used. The program also encouraged operators to complete their forms accurately and promptly, and assured them that their responses were confidential.

10.2 Third-party Support

10.2.1 Contacts

On September 8, 1995, the Manager, Census of Agriculture sent a letter to 18 agricultural organizations (Appendix 10). These letters asked for their support of the 1996 Census of Agriculture communications program.

From October to December, 1995, Head Office followed up on these letters as well as contacting a number of organizations that had not received a letter. Between January and May, 1996, organizations were provided with information kits (Appendix 11) and calendars as well as posters, tent cards, coasters, *Farming Facts*, *Focus for the Future*, *Canada at a Glance*, and the quiz *Test your Knowledge - Agriculture*. In some cases, organizations also requested custom articles.

A limited number of smaller organizations were also contacted (March-May 1996) by telephone, or in person at the Ottawa Valley Farm Show (March 27-29, 1996).

10.2.2 Support

The Ontario Ministry of Agriculture, Food and Rural Affairs supported the program in April and May by displaying material in the five agricultural representative offices in Centralized Edit, displaying the banner and material at Kemptville College and displaying material at Alfred College (Francophone). The Kemptville agricultural representative office printed the tip sheet in their May newsletter. Five bank branches in Centralized Edit displayed material throughout April and May. Both the agricultural representative offices and the banks found the tip sheet to be very suitable to promote the census. It was straightforward and of direct use to farmers.

The Eastern Ontario Holstein Club displayed the banner at a dairy sale, in Winchester, April 5-6.

The Farm Safety Association distributed material, April-May, to members in the municipality of Ottawa-Carleton.

The Osgoode Trade and Home distributed material, April 26-27.

Appendix 12 lists the organizations that provided support for the census as well as a description of the support provided.

All organizations that provided support to the Census of Agriculture received a letter of thanks from the Manager, Census of Agriculture (Appendix 13). These letters were sent on August 28, 1996.

10.3 Information booths

The Census of Agriculture participation in the Ottawa Valley Farm Show (March 27-29, 1996) was well worth the time and cost. Farmers were able to ask questions and voice concerns with the most common concern being the fact that the census was in mid-May, one of their busiest times of the year. A Census of Agriculture banner was displayed at the Ottawa Valley Farm Show above the entrance to the main exhibit hall. Attendance was 23,000. A total of 1,400 calendars and posters (large size) were distributed.

11. Recommendations

a) Recommendations for Third Party Support

- use the 1996 mailing lists as the basis for the 2001 lists.
- list dates and locations of corporate Annual General Meetings and conferences, community events and trade shows occurring within 4 months of Census Day.
- contact the City of Ottawa and RMOC in the Fall prior to Census to set up meetings with department heads to take full advantage of the scope of their operations.
- do not approach small municipalities such as townships and villages unless a cost-effective method can be developed to follow up on letters.
- contact Hydro companies at least 10 months prior to Census Day to determine billing cycles.
- see Appendix 9 for recommendations regarding individual organizations.

b) Recommendations for the Education Sector

- colleges and Universities should be approached through the administration (as a corporation to target staff and students) and through student councils (to target youth and for recruitment purposes.)
- promotional materials required no later than March 1 to ensure that full-time students are reached before the exam period begins.
- meetings with school boards should include contacts for continuing education programs, ESL/FSL programs and administration.
- community programs of Boards should also be targeted.

- bookmarks or a similar product should be offered to each school board again. Instructions such as "Please distribute to students" should be included on each school label.
- Teachers Kits should be available in quantities with the requirements for mailing lists relaxed.

c) Recommendations for Special Groups

- contact settlement agencies and community resource centres first, followed by the City of Ottawa, RMOC and government programs. Community Houses should be contacted if time and resources allow.
- contact the Ottawa-Carleton Coalition for Literacy no later than January, to anticipate annual conference.
- active seniors' groups are best reached through municipal / provincial programs.
- "Shut-ins" are best reached through community support initiatives such as Meals on Wheels and Nepean Seniors' Home support.
- disabilities groups should be contacted at least 4 months prior to Census but no earlier than January.
- Francophone associations should be included in the first mailout in 2001 even though they didn't participate in 1996.
- contact community agencies (settlement, resource centres, training centres), immigration intake centres (federal government - Citizenship & Immigration) to determine languages.

d) Recommendations for Media Relations

- stock photographs should be included in census press kits again in 2001.
- press kits for community newspapers should be distributed six weeks prior to Census Day, to allow for different monthly/bi-weekly/weekly deadlines.

- local radio stations should be contacted about two weeks prior to Census Day, for Census morning visits. An extensive follow-up process is also needed, ie. reminder phone calls, fax with appropriate information the day before visit, etc.
- Lorne Murphy Foods should be approached re: food arrangements rather than using corporate supporters such as Treats Incorporated.

e) **Recommendations for Census of Agriculture**

- integrate all materials with Census of Population to save time and cost. This should include advertising.
- written materials should be available in electronic format.
- program should be fully funded or reduced to the level of funding provided.



Statistics
Canada

Statistique
Canada

Ottawa, Canada
K1A 0T6

APPENDIX/APPENDICE 1

September 14, 1995

Mayor Claudette Cain
The City of Gloucester
Post Office Box 8333
1400 Blair Place
Gloucester, Ontario
K1G 3V5

Dear Mayor Cain:

The next Census of Canada will take place on Tuesday, May 14, 1996. I am writing to enlist your support in a campaign to increase awareness of the 1996 Census and to encourage full public participation.

The information collected by the Census of Population and the concurrent Census of Agriculture provides an accurate portrait of the ever-changing face of Canadian society. It is important that all persons living in our community understand the value of the Census and be motivated to complete their questionnaires. The support of The City of Gloucester in bringing the Census message to your employees and to the general public would be an important contribution to this objective. This support could include activities such as inserts in employee pay envelopes, articles in newsletters or proclaiming May 14, 1996 Census Day.

David Desormeaux, of Census Communications, will be contacting your office within the next few weeks to discuss various approaches for promoting the 1996 Census. Should you wish further information, please feel free to contact David at (613) 951-6127.

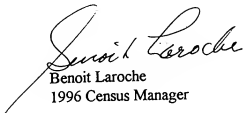
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Canada



I hope that we can count on your support to make the 1996 Census
a success.

Yours sincerely,



Benoit Laroche
1996 Census Manager

Mayor Claudette Cain
The City of Gloucester
Post Office Box 8333
1400 Blair Place
Gloucester, Ontario
K1G 3V5

Mayor Grant Clark
The Town of Alexandria
Post Office Box 700
90 Main Street South
Alexandria, Ontario
K0C 1A0

Mayor John Doran
The City of Brockville
Post Office Box 5000
Victoria Building
1 King Street West
Brockville, Ontario
K6V 7A5

Mayor Dorothy Finner
The Town of Almonte
Post Office Box 400
14 Bridge Street
Almonte, Ontario
K0A 1A0

Mayor Ben Franklin
The City of Nepean
Nepean Civic Square
101 Centrepointhe Drive
Nepean, Ontario
K2G 5K7

Mr. Peter Clark
Chairman
The Regional Municipality
of Ottawa-Carleton
Cartier Square
111 Lisgar Street
Ottawa, Ontario
K2P 2L7

Mayor Brian Costello
The Town of Carleton Place
175 Bridge Street
Carleton Place, Ontario
K7C 2V8

Mayor Ambrose Etmanskie
The Town of Kemptville
Post Office Box 130
15 Water Street
Kemptville, Ontario
K0G 1J0

Mayor Aurèle Fournier
The Town of Vankleek Hill
Post Office Box 40
11 Queen Street
Vankleek Hill, Ontario
K0B 1R0

Mayor Doug Hayes
The Separated Town of Prescott
Post Office Box 160
360 Dibble Street West
Prescott, Ontario
K0E 1T0

Mayor Jacqueline Holzman
The City of Ottawa
City Hall
111 Sussex Drive
Ottawa, Ontario
K1N 5A1

Mayor Lana Marsh
The Town of Perth
Town Hall
80 Gore Street East
Perth, Ontario
K7H 1H9

Mayor Ron Martelle
The City of Cornwall
Post Office Box 877
360 Pitt Street
Cornwall, Ontario
K6H 5T9

Mayor Merle Nichols
The City of Kanata
580 Terry Fox Drive
Kanata, Ontario
K2L 4C2

Mayor Dennis Staples
The Separated Town of Smiths Falls
Post Office Box 695
Town Hall
77 Beckwith Street North
Smiths Falls, Ontario
K7A 4T6

Mayor Bruce Wilson
The Separated Town of Gananoque
Post Office Box 100
Town Hall
38 King Street East
Gananoque, Ontario
K7G 2T6



Statistics
Canada Statistique
Canada

Ottawa, Canada
K1A 0T6

Le 14 septembre 1995

Monsieur Guy Cousineau
Maire
Ville de Vanier
300, avenue White Fathers
Vanier (Ontario)
K1L 7L5

Monsieur le Maire,

Le prochain Recensement du Canada aura lieu le mardi 14 mai 1996. Par la présente, je désire solliciter votre appui à notre campagne visant à sensibiliser les gens à l'importance du Recensement de 1996 et à encourager la participation de toute la population.

Les renseignements recueillis dans le cadre du Recensement de la population et du Recensement parallèle de l'agriculture nous permettent de faire le portrait actuel de la société canadienne, laquelle est en constante évolution. Il importe que tous les gens vivant au Canada comprennent l'importance du recensement et qu'ils soient prêts à remplir un questionnaire. En communiquant le message du recensement à vos employés et au grand public, la ville de Vanier contribuerait de façon remarquable à l'atteinte de cet objectif.

Vous pourriez concrétiser cet appui en insérant des encarts dans les enveloppes de paye des employés, en publiant des articles dans vos bulletins d'information ou encore en annonçant à vos citoyens que le recensement a lieu le 14 mai 1996.

David Desormeaux, des Communications du recensement, communiquera avec votre bureau au cours des prochaines semaines afin de discuter des moyens à prendre pour promouvoir le Recensement de 1996. Si vous désirez obtenir de plus amples renseignements, n'hésitez pas à communiquer avec David au (613) 951-6127.

.../2

Canada



J'espère que nous pourrons compter sur votre appui pour assurer le succès du Recensement de 1996.

Veillez agréer, Monsieur le Maire, l'expression de mes sentiments les meilleurs.



Benoit Laroche
Chef du Recensement de 1996

Monsieur Guy Cousineau
Maire
Ville de Vanier
300, avenue White Fathers
Vanier (Ontario)
K1L 7L5

Monsieur Yves Drouin
Maire
Ville de Hawkesbury
600, rue Higginson
Hawkesbury (Ontario)
K6A 1H1

Monsieur Jean-Pierre Pierre
Maire
Ville de Rockland
Case postale 909
1560, rue Laurier
Rockland (Ontario)
K4K 1L5



September 14, 1995

Mr. Ronald Larkin
Director of Education
The Carleton Roman Catholic School Board
1695 Merivale Road
Ottawa, Ontario
K2G 3R4

Dear Mr. Larkin:

The next Census of Canada will take place on Tuesday, May 14, 1996. I am writing to enlist your support in a campaign to increase awareness of the 1996 Census and to encourage full public participation.

The information collected by the Census of Population and the concurrent Census of Agriculture provides an accurate portrait of the ever-changing face of Canadian society. It is important that all persons living in Canada understand the value of the Census and be motivated to complete their questionnaires. The support of The Carleton Roman Catholic School Board in bringing the Census message to your employees, to the general public and to students would be an important contribution to this objective.

This support could include activities such as inserts in employee pay envelopes, articles in newsletters or putting the Census logo on printed material. In addition, Statistics Canada has developed a series of innovative, reusable classroom materials specifically designed to create awareness and understanding of the census among elementary and secondary school students.

David Desormeaux, of Census Communications, will be contacting your office within the next few weeks to discuss various approaches for promoting the 1996 Census. Should you wish further information, please feel free to contact David at (613) 951-6127.

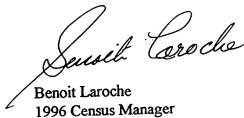
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Canada



I hope that we can count on your support to make the 1996 Census
a success.

Yours sincerely,

A handwritten signature in cursive script, reading "Benoit Laroche". The signature is written in dark ink and is positioned above the printed name and title.

Benoit Laroche
1996 Census Manager

Mr. Ronald Larkin
Director of Education
The Carleton Roman Catholic School Board
1695 Merivale Road
Ottawa, Ontario
K2G 3R4

Mr. Frank Kinsella
Secretary
Leeds & Grenville County Board of Education
25 Central Avenue West
Brockville, Ontario
K6V 4N6

Mr. Dennis Nolan
Director of Education
Ottawa Roman Catholic Separate School Board
140 Cumberland Street
Ottawa, Ontario
K1N 7G9

Mr. Jim Dilmarter
Director of Education
Stormont, Dundas & Glengarry
Public School Board
902 Second Street West
Cornwall, Ontario
K6H 5S6

Dr. William Crossan
Director of Education
Prescott-Russell English Catholic School Board
Post Office Box 939
Rockland, Ontario
K4K 1L6

Ms. Carol Parker
Chairman of the Board
The Carleton Board of Education
133 Greenbank Road
Ottawa, Ontario
K2H 6L3

Mr. Bill Gowling
Chairperson
Ottawa Board of Education
330 Gilmour Street
Ottawa, Ontario
K2P 0P9

Mr. Jim Rahn
Director of Education
Prescott-Russell County Board of Education
411 Stanley Street
Hawkesbury, Ontario
K6A 3E8

Mr. W. John Laughlin
Director of Education
Lanark County Board of Education
15 Victoria Street
Perth, Ontario
K7H 2H7

Mr. Frank Musca
Director of Education
Lanark, Leeds and Grenville County
Roman Catholic Board of Education
Post Office Box 427
Smiths Falls, Ontario
K7A 4T4



Statistics Statistique
Canada Canada

Ottawa, Canada
K1A 0T6

Le 14 septembre 1995

Monsieur Ronald Lalonde
Président du Conseil
Conseil des écoles catholiques Prescott-Russell
Case postale 570
L'Orignal (Ontario)
K0B 1K0

Monsieur,

Le prochain Recensement du Canada aura lieu le mardi 14 mai 1996. Par la présente, je désire solliciter votre appui à notre campagne visant à sensibiliser les gens à l'importance du Recensement de 1996 et à encourager la participation de toute la population.

Les renseignements recueillis dans le cadre du Recensement de la population et du Recensement parallèle de l'agriculture nous permettent de faire le portrait actuel de la société canadienne, laquelle est en constante évolution. Il importe que tous les gens vivant au Canada comprennent l'importance du recensement et qu'ils soient prêts à remplir un questionnaire. En communiquant le message du recensement à vos employés, au grand public et à vos élèves, le Conseil des écoles catholiques Prescott-Russell contribuerait de façon remarquable à l'atteinte de cet objectif.

Vous pourriez concrétiser cet appui en insérant des encarts dans les enveloppes de paye des employés, en publiant des articles dans vos bulletins d'information ou encore en imprimant le logo du recensement sur des documents. Par ailleurs, Statistique Canada a conçu une série de produits pédagogiques innovateurs et réutilisables visant spécialement à faire connaître le recensement aux élèves du primaire et du secondaire.

.../2

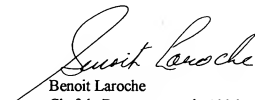
Canada



David Desormeaux, des Communications du recensement, communiquera avec votre bureau au cours des prochaines semaines afin de discuter des moyens à prendre pour promouvoir le Recensement de 1996. Si vous désirez obtenir de plus amples renseignements, n'hésitez pas à communiquer avec David au (613) 951-6127.

J'espère que nous pourrons compter sur votre appui pour assurer le succès du Recensement de 1996.

Veuillez agréer, Monsieur, l'expression de mes sentiments les meilleurs.



Benoit Laroche
Chef du Recensement de 1996

Monsieur Ronald Lalonde
Président du Conseil
Conseil des écoles catholiques Prescott-Russell
Case postale 570
L'Orignal (Ontario)
K0B 1K0

Monsieur Roger Davidson
Directeur général et secrétaire
Conseil des écoles catholiques Stormont,
Dundas et Glengarry
1104, 1^{re} Rue est
Cornwall (Ontario)
K6H 1N6

Monsieur Robert Pilon
Directeur général
Conseil scolaire de langue
française d'Ottawa-Carleton
1420, place Blair
Gloucester (Ontario)
K1J 9L8



Statistics
Canada Statistique
Canada

Ottawa, Canada
K1A 0T6

September 14, 1995

Mr. William J. Toppeta
President and Chief Executive Officer
Metropolitan Life Insurance Company
99 Bank Street
Ottawa, Ontario
K1P 5A3

Dear Mr. Toppeta:

The next Census of Canada will take place on Tuesday, May 14, 1996. I am writing to enlist your support in a campaign to increase awareness of the 1996 Census and to encourage full public participation.

The information collected by the Census of Population and the concurrent Census of Agriculture provides an accurate portrait of the ever-changing face of Canadian society. It is important that all persons living in Canada understand the value of the Census and be motivated to complete their questionnaires. The support of the Metropolitan Life Insurance Company in bringing the Census message to your employees and to the general public would be an important contribution to this objective. This support could include activities such as inserts in employee pay envelopes, articles in newsletters or putting the Census logo on products or printed material.

David Desormeaux, of Census Communications, will be contacting you within the next few weeks to discuss various approaches for promoting the 1996 Census. Should you wish further information, please feel free to contact David at (613) 951-6127.

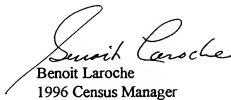
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Canada



The active role played by many private and public sector organizations helped make the 1991 Census a success. I hope that we can count on your support in 1996.

Yours sincerely,



Benoit Laroche
1996 Census Manager

Mr. William J. Toppeta
President and Chief Executive Officer
Metropolitan Life Insurance Company
99 Bank Street
Ottawa, Ontario
K1P 5A3

Mr. David Hamilton
President and Chief Executive Officer
Bradson Security
440 Laurier Avenue West
Ottawa, Ontario
K1R 7X6

Dr. James Nininger
President and Chief Executive Officer
Conference Board of Canada
255 Smyth Road
Ottawa, Ontario
K1H 8M7

Mr. Tom Vassiliades
Chief Executive Officer
Gandalf Technologies
130 Colonade Road South
Ottawa, Ontario
K2E 7M4

Mr. Arthur Emmett
General Manager
Hydro-Electric Commission
of the City of Nepean
1970 Merivale Road
Post Office Box 5153, LCD Merivale
Nepean, Ontario
K2G 1G3

Mr. Brian Hewat
President and Chief Executive Officer
Bell Northern Research
3500 Carling Avenue
Post Office Box 3511
Ottawa, Ontario
K2H 8E9

Mr. M. U. Potter
Chairman and Chief Executive Officer
Cognos Incorporated
3755 Riverside Drive
Post Office Box 9709
Ottawa, Ontario
K1G 3Z4

Mr. E.F. Boswell
President
Eddy Paper Company Limited
Post Office Box 3521, Station C
Ottawa, Ontario
K1Y 4L5

Mr. Douglas Fee
General Manager
Hydro-Electric Commission of the City of
Gloucester
Post Office Box 9800, Station C
Gloucester, Ontario
K1G 4C1

Mr. C.F. Kropp
General Manager
Hydro-Electric Commission
of the City of Ottawa
Post Office Box 18700
Ottawa, Ontario
K1V 3S4

Mr. Guy Cluff
General Manager
Kanata Hydro-Electric Commission
100 Maple Grove Road
Post Office Box 13208
Kanata, Ontario
K2K 1X4

Mr. Michael Tremblay
President and Chief Operating Officer
Leob IGA Incorporated
1430 Blair Place
Gloucester, Ontario
K1G 3K8

Mr. Fred. Rusch
President
Lorne Murphy Foods
Post Office Box 64060
Ottawa, Ontario
K1Y 4J3

Mr. Randy White
Comptroller
Manchester Plastics
90 Queen Street
Gananoque, Ontario
K7G 2W7

Mr. Gary Allen
Director, Public Relations
Mead Johnson Canada
700 - 333 Preston Street
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K1S 5N4

Mr. Roger Greenburg
President
Minto Developments Incorporated
427 Laurier Street West
Ottawa, Ontario
K1R 7Y2

Dr. J. Millard
President and Chief Executive Officer
Mitel Corporation
350 Legget Drive
Kanata, Ontario
K2K 1X3

Mr. T.H. Mathews
Chairman and Chief Executive Officer
Newbridge Networks Corporation
600 March Road
Kanata, Ontario
K2K 2E6

Mr. Ian Stacey
General Manager
O.C. Transpo
1500 St. Laurent Boulevard.
Ottawa, Ontario
K1G 0Z8

Mr. Randy Sexton
General Manager
Ottawa Senators Hockey Club Limited
301 Moodie Drive, Suite 200
Ottawa, Ontario
K2H 9C4

Ms. Ruth Saunders
Comptroller
Ottawa Lynx Baseball Club
300 Coventry Road
Ottawa, Ontario
K1K 4P5

Mr. Roderick Bryden
Chief Executive Officer
SHL Systemhouse
50 O'Connor Street, Suite 501
Ottawa, Ontario
K1P 6L2

Mr. Paul Gibson
President and Chief Executive Officer
Treats Incorporated
418 Preston Street
Ottawa, Ontario
K1S 4N2

Mr. Garry Cardiss
President
Children's Hospital of Eastern Ontario
401 Smyth Road
Ottawa, Ontario
K1H 8L1

Mr. John Haselhurst
Director
Hotel Dieu Hospital
840 McConnell Avenue
General Delivery
Cornwall, Ontario
K6H 5R8

Ms. Carol Stephenson
President
Stentor Resource Centre Incorporated
160 Elgin Street
Ottawa, Ontario
K2P 2C4

Mr. Raymond Cyr
Chairman of the Board
Telesat Canada
333 River Road
Ottawa, Ontario
K1L 8B9

Mr. Owen Griffiths
Chief Financial Officer
Warnaco of Canada Limited
707 St. Lawrence Street
Prescott, Ontario
K0E 1T0

Mr. Walter Bulbeck
Chairman of the Board
Cornwall General Hospital
510 Second Street East
Cornwall, Ontario
K6H 1Z6

Mr. Glen Ford
Chairman of the Board
Ottawa Carleton Regional Health Unit
495 Richmond Road
Ottawa, Ontario
K2A 4A4

Mr. Ambrose Hearn
President
Ottawa Civic Hospital
1053 Carling Avenue
Ottawa, Ontario
K1Y 4E9

Mr. Wayne Fyffe
Executive Director
Riverside Hospital of Ottawa
1156 Riverside Drive
Ottawa, Ontario
K1H 7W9

Captain Malcolm Robinson
President
Salvation Army Grace Hospital
1156 Wellington Street
Ottawa, Ontario
K1Y 2Z4

Dr. Robin H. Farquhar
President
Carleton University
1125 Colonel By Drive
Ottawa, Ontario
K1S 5B6

Mr. Robert Devitt
Director
Queensway Carleton Hospital
3045 Baseline Road
Ottawa, Ontario
K2H 8P4

Mr. George Langill
Executive Director
Royal Ottawa Health Care Group
1145 Carling Avenue
Ottawa, Ontario
K1Z 7K4

Mr. Philip Killeen
President
Algonquin College of Applied
Arts and Technology
1385 Woodroffe Avenue
Ottawa, Ontario
K2G 1V8

Mr. Dan Corbett
President
St. Lawrence College of Applied
Arts and Technology
2288 Parkdale Avenue
Brockville, Ontario
K6V 5X3



Le 14 septembre 1995

Monsieur Jean-Claude Bouchard
Président
La Coopérative de crédit du service civil limitée
400, rue Albert
Ottawa (Ontario)
K1R 5B2

Monsieur,

Le prochain Recensement du Canada aura lieu le mardi 14 mai 1996. Par la présente, je désire solliciter votre appui à notre campagne visant à sensibiliser les gens à l'importance du Recensement de 1996 et à encourager la participation de toute la population.

Les renseignements recueillis dans le cadre du Recensement de la population et du Recensement parallèle de l'agriculture nous permettent de faire le portrait actuel de la société canadienne, laquelle est en constante évolution. Il importe que tous les gens vivant au Canada comprennent l'importance du recensement et qu'ils soient prêts à remplir un questionnaire. En communiquant le message du recensement à vos employés et au grand public, la Coopérative de crédit du service civil limitée contribuerait de façon remarquable à l'atteinte de cet objectif.

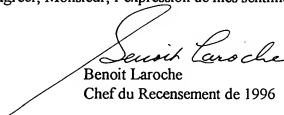
Vous pourriez concrétiser cet appui en insérant des encarts dans les enveloppes de paye des employés, en publiant des articles dans vos bulletins d'information ou encore en imprimant le logo du recensement sur des produits ou des documents.

David Desormeaux, des Communications du recensement, communiquera avec vous au cours des prochaines semaines afin de discuter des moyens à prendre pour promouvoir le Recensement de 1996. Si vous désirez obtenir de plus amples renseignements, n'hésitez pas à communiquer avec David au (613) 951-6127.

.../2

Le rôle joué par de nombreuses organisations des secteurs public et privé lors du Recensement de 1991 a permis d'en faire une réussite. J'espère que nous pourrons compter sur votre appui pour assurer le succès du Recensement de 1996.

Veuillez agréer, Monsieur, l'expression de mes sentiments les meilleurs.



Benoit Laroche
Chef du Recensement de 1996

Monsieur Jean-Claude Bouchard
Président
La Coopérative de crédit du service civil limitée
400, rue Albert
Ottawa (Ontario)
K1R 5B2

Monsieur Michel Lalonde
Président directeur général
Hôpital général de Hawkesbury
1111, rue Ghislain
Hawkesbury (Ontario)
K6A 3G5

Monsieur Gérald Savoie
Directeur général
Hôpital Montfort
713, chemin Montréal
Ottawa (Ontario)
K1K 0T2

Jacques Labelle
Président directeur général
Hôpital général d'Ottawa
501, chemin Smyth
Ottawa (Ontario)
K1H 8L6

Monsieur Michel Bilodeau
Président
Hôpital des Soeurs de la Charité d'Ottawa
Pavillon Elizabeth-Bruyère
43, rue Bruyère
Ottawa (Ontario)
K1N 5C8

Monsieur Ronald Lalonde
Président du Conseil
Conseil des Écoles catholiques Prescott-Russell
Case postale 570
L'Orignal (Ontario)
K0B 1K0

Monsieur Marcel Hamelin
Recteur
Université d'Ottawa
Case postale 450, succursale A
Ottawa (Ontario)
K1N 6N5

January 22, 1996

Dear Sir/Madam:

The next Census of Canada will take place on Tuesday, May 14, 1996. The information collected by the census provides a statistical portrait of the social and economic aspects of Canadian society and is an indispensable tool for municipal decision makers.

Census data are used to administer many federal and provincial legislative policies, including federal transfer payments. It is important that all persons living in Canada understand the value of the census and be motivated to complete their questionnaires.

Your support in bringing the census message to employees and residents of your community would be an important contribution towards making the 1996 Census a success. This support could include using promotional materials in the following ways:

- inserts in employee pay envelopes;
- resolutions/proclamations;
- posters displayed in public areas;
- calendars displayed in public reception areas or offices;
- bookmarks placed on counters as give-aways;
- tent cards displayed on cash registers, tables or counters;
- window decals displayed on store-front windows and glass doors.

.../2

Should you wish to order any promotional materials, please use the enclosed order form. If you require further information, Lucette Guénard of Census Communications (613) 951-1198 would be happy to answer your questions.

I hope that we can count on your support.

Yours sincerely,

Benoit Laroche
1996 Census Manager

Encls.

le 22 janvier 1996

Madame/Monsieur,

Le prochain Recensement du Canada aura lieu le mardi 14 mai 1996. Les renseignements recueillis dans le cadre du recensement nous permettent de faire le portrait statistique de la situation socio-économique de la société canadienne et s'avèrent un outil indispensable à la prise de décisions pour les administrations municipales.

Les renseignements sont également nécessaires à la gestion de plusieurs lois et programmes fédéraux et provinciaux, notamment le calcul des paiements de transfert fédéraux. Il importe que tous les gens vivant au Canada comprennent l'importance du recensement et qu'ils soient prêts à remplir le questionnaire.

En communiquant le message du recensement aux employés et aux résidents de votre collectivité, vous contribuerez au succès du Recensement de 1996. Vous pourriez concrétiser cet appui en utilisant les outils de promotion suivants:

- encarts postaux dans les enveloppes de chèque de paie des employés;
- résolution/proclamation;
- affiches dans des endroits publics;
- calendriers dans les halls d'entrée ou les bureaux;
- signets sur les comptoirs;
- cartes pliantes sur les caisses enregistreuses, les tables ou les comptoirs;
- autocollants de vitrage sur les vitrines de magasin et sur les portes vitrées.

Si vous désirez commander des outils de promotion, veuillez utiliser le bon de commande ci-inclus. Pour de plus amples renseignements, communiquez avec Lucette Guénard des Communications du recensement, au (613) 951-1198, qui se fera un plaisir de vous aider.

J'espère que nous pourrons compter sur votre appui.

Veuillez agréer, Madame/Monsieur, l'expression de mes sentiments les meilleurs.

Benoit Laroche
Chef du Recensement de 1996

p.j.



Statistics
Canada

Statistique
Canada

Same letter sent to the attached list.

Ottawa, Canada
K1A 0T6

August 23, 1996

Mr. William J. Toppeta
President and Chief Executive Officer
Metropolitan Life Insurance Company
99 Bank Street
Ottawa, Ontario
K1P 5A3

Dear Mr. Toppeta:

On behalf of Statistics Canada, I would like to extend my appreciation for your support of the 1996 Census.

The participation of the Metropolitan Life Insurance Company in promoting the Census contributed significantly towards informing the public that the Census was being held and that it was important to participate.

Statistics Canada has now started the important job of processing and analysing the information received from over 11 million Canadian households and 300,000 farms. The first results of the Census are expected to be released in the Spring of 1997.

As Canada begins planning for the next century, there is no doubt that the data from the 1996 Census will form the basis of many important decisions that will affect us all.

Again, many thanks for your cooperation.

Yours sincerely,

Benoit Laroche
Census Manager

Canada



Mr. William J. Toppeta
President and Chief Executive Officer
Metropolitan Life Insurance Company
99 Bank Street
Ottawa, Ontario
K1P 5A3ENDFIELD
Dear Mr. Toppeta:ENDFIELD
the Metropolitan Life Insurance CompanyENDFIELD
ENDRECORD

Mr. David Hamilton
President and Chief Executive Officer
Bradson Mercantile
440 Laurier Avenue West
Ottawa, Ontario
K1R 7X6ENDFIELD
Dear Mr. Hamilton:ENDFIELD
Bradson MercantileENDFIELD ENDRECORD

Dr. James Nininger
President and Chief Executive Officer
Conference Board of Canada
255 Smyth Road
Ottawa, Ontario
K1H 8M7ENDFIELD
Dear Dr. Nininger:ENDFIELD
ENDRECORD

Mr. Douglas Fee
General Manager
Gloucester Hydro
Post Office Box 9800, Station C
Gloucester, Ontario
K1G 4C1ENDFIELD
Dear Mr. Fee:ENDFIELD
Gloucester HydroENDFIELD ENDRECORD

Mr. C.F. Kropp
General Manager
Ottawa Hydro
Post Office Box 18700
Ottawa, Ontario
K1V 3S4ENDFIELD
Dear Mr. Kropp:ENDFIELD
Ottawa HydroENDFIELD ENDRECORD

Mr. Brian Hewat
President and Chief Executive Officer
Bell Northern Research
3500 Carling Avenue
Post Office Box 3511
Ottawa, Ontario
K2H 8E9ENDFIELD
Dear Mr. Hewat:ENDFIELD
Bell Northern ResearchENDFIELD ENDRECORD

Mr. M. U. Potter
Chairman and Chief Executive Officer
Cognos Incorporated
3755 Riverside Drive
Post Office Box 9709
Ottawa, Ontario
K1G 3Z4ENDFIELD
Dear Mr. Potter:ENDFIELD
Cognos IncorporatedENDFIELD ENDRECORD

Mr. E.F. Boswell
President
Eddy Paper Company Limited
Post Office Box 3521, Station C
Ottawa, Ontario
K1Y 4L5ENDFIELD
Dear Mr. Boswell:ENDFIELD
Eddy Paper Company LimitedENDFIELD ENDRECORD

Mr. Arthur Emmett
General Manager
Nepean Hydro
1970 Merivale Road
Post Office Box 5153, LCD Merivale
Nepean, Ontario
K2G 1G3ENDFIELD
Dear Mr. Emmett:ENDFIELD
Nepean HydroENDFIELD ENDRECORD

Mr. Guy Cluff
General Manager
Kanata Hydro
100 Maple Grove Road
Post Office Box 13208
Kanata, Ontario
K2K 1X4ENDFIELD
Dear Mr. Cluff:ENDFIELD
Kanata HydroENDFIELD ENDRECORD

Mr. Fred Rusch
President
Lorne Murphy Foods
Post Office Box 64060
Ottawa, Ontario
K1Y 4J3ENDFIELD
Dear Mr. Rusch:ENDFIELD
Lorne Murphy FoodsENDFIELD ENDRECORD

Mr. Gary Allen
Director, Public Relations
Mead Johnson Canada
700 - 333 Preston Street
Ottawa, Ontario
K1S 5N4ENDFIELD
Dear Mr. Allen:ENDFIELD
Mead Johnson CanadaENDFIELD ENDRECORD

Mr. Ian Stacey
General Manager
O.C. Transpo
1500 St. Laurent Boulevard.
Ottawa, Ontario
K1G 0Z8ENDFIELD
Dear Mr. Stacey:ENDFIELD
O.C. TranspoENDFIELD ENDRECORD

Ms. Carol Stephenson
President
Stentor Resource Centre Incorporated
160 Elgin Street
Ottawa, Ontario
K2P 2C4ENDFIELD
Dear Ms. Stephenson:ENDFIELD
Stentor Resource Centre IncorporatedENDFIELD
ENDRECORD

Mr. Paul Gibson
President and Chief Executive Officer
Treats Incorporated
418 Preston Street
Ottawa, Ontario
K1S 4N2ENDFIELD
Dear Mr. Gibson:ENDFIELD
Treats IncorporatedENDFIELD ENDRECORD

Mr. Randy White
Comptroller
Manchester Plastics
90 Queen Street
Gananoque, Ontario
K7G 2W7ENDFIELD
Dear Mr. White:ENDFIELD
Manchester PlasticsENDFIELD ENDRECORD

Mr. Roger Greenburg
President
Minto Developments
427 Laurier Street West
Ottawa, Ontario
K1R 7Y2ENDFIELD
Dear Mr. Greenburg:ENDFIELD
Minto DevelopmentsENDFIELD ENDRECORD

Ms. Ruth Saunders
Comptroller
Ottawa Lynx Baseball Club
300 Coventry Road
Ottawa, Ontario
K1K 4P5ENDFIELD
Dear Ms. Saunders:ENDFIELD
Ottawa Lynx Baseball ClubENDFIELD ENDRECORD

Mr. Raymond Cyr
Chairman of the Board
Telesat Canada
333 River Road
Ottawa, Ontario
K1L 8B9ENDFIELD
Dear Mr. Cyr:ENDFIELD
Telesat CanadaENDFIELD ENDRECORD

Mr. Owen Griffiths
Chief Financial Officer
Warnaco of Canada Limited
707 St. Lawrence Street
Prescott, Ontario
K0E 1T0ENDFIELD
Dear Mr. Griffiths:ENDFIELD
Warnaco of Canada LimitedENDFIELD ENDRECORD

Mr. Garry Cardiss
President
Children's Hospital of Eastern Ontario
401 Smyth Road
Ottawa, Ontario
K1H 8L1ENDFIELD
Dear Mr. Cardiss:ENDFIELD
the Children's Hospital of Eastern OntarioENDFIELD
ENDRECORD

Mr. Ambrose Hearn
President
Ottawa Civic Hospital
1053 Carling Avenue
Ottawa, Ontario
K1Y 4E9ENDFIELD
Dear Mr. Hearn:ENDFIELD
the Ottawa Civic HospitalENDFIELD ENDRECORD

Mr. Wayne Fyffe
Executive Director
Riverside Hospital of Ottawa
1156 Riverside Drive
Ottawa, Ontario
K1H 7W9ENDFIELD
Dear Mr. Fyffe:ENDFIELD
the Riverside Hospital of OttawaENDFIELD
ENDRECORD

Mr. Philip Killeen
President
Algonquin College of Applied
Arts and Technology
1385 Woodroffe Avenue
Ottawa, Ontario
K2G 1V8ENDFIELD
Mr. Killeen:ENDFIELD
Algonquin College ENDFIELD ENDRECORD

Mr. Dan Corbett
President
St. Lawrence College
2288 Parkdale Avenue
Brockville, Ontario
K6V 5X3ENDFIELD
Dear Mr. Corbett:ENDFIELD
St. Lawrence College ENDFIELD ENDRECORD

Mr. John Haselhurst
Director
Hotel Dieu Hospital
840 McConnell Avenue
General Delivery
Cornwall, Ontario
K6H 5R8ENDFIELD
Dear Mr. Haselhurst:ENDFIELD
the Hotel Dieu Hospital ENDFIELD ENDRECORD

Mr. Robert Devitt
Director
Queensway Carleton Hospital
3045 Baseline Road
Ottawa, Ontario
K2H 8P4ENDFIELD
Dear Mr. Devitt:ENDFIELD
the Queensway Carleton Hospital ENDFIELD
ENDRECORD

Captain Malcolm Robinson
President
Salvation Army Grace Hospital
1156 Wellington Street
Ottawa, Ontario
K1Y 2Z4ENDFIELD
Dear Captain Robinson:ENDFIELD
the Salvation Army Grace HospitalENDFIELD
ENDRECORD

Dr. Robin H. Farquhar
President
Carleton University
1125 Colonel By Drive
Ottawa, Ontario
K1S 5B6ENDFIELD
Dear Dr. Farquhar: ENDFIELD
Carleton UniversityENDFIELD ENDRECORD

Mr. Ronald Larkin
Director of Education
The Carleton Roman Catholic School Board
1695 Merivale Road
Ottawa, Ontario
K2G 3R4

Ms. Carol Parker
Chairman of the Board
The Carleton Board of Education
133 Greenbank Road
Ottawa, Ontario
K2H 6L3

Mr. Bill Gowling
Chairperson
Ottawa Board of Education
330 Gilmour Street
Ottawa, Ontario
K2P 0P9

Mr. Jim Rahn
Director of Education
Prescott-Russell County Board of Education
411 Stanley Street
Hawkesbury, Ontario
K6A 3E8

Dr. William Crossan
Director of Education
Prescott-Russell English Catholic School Board
Post Office Box 939
Rockland, Ontario
K4K 1L6

Mayor Claudette Cain
The City of Gloucester
Post Office Box 8333
1400 Blair Place
Gloucester, Ontario
K1G 3V5
Dear Mayor Cain:ENDFIELD
The City of GloucesterENDFIELD
ENDRECORD

Mr. Frank Kinsella
Secretary
Leeds & Grenville County Board of Education
25 Central Avenue West
Brockville, Ontario
K6V 4N6

Mr. Dennis Nolan
Director of Education
Ottawa Roman Catholic Separate School Board
140 Cumberland Street
Ottawa, Ontario
K1N 7G9

Mr. Jim Dilmarter
Director of Education
Stormont, Dundas & Glengarry
Public School Board
902 Second Street West
Cornwall, Ontario
K6H 5S6

Mr. Frank Musca
Director of Education
Lanark, Leeds and Grenville County
Roman Catholic Board of Education
Post Office Box 427
Smiths Falls, Ontario
K7A 4T4ENDRECORD

Mr. Peter Clark
Chairman
The Regional Municipality
of Ottawa-Carleton
Cartier Square
111 Lisgar Street
Ottawa, Ontario
K2P 2L7ENDFIELD
Dear Mr. Clark:ENDFIELD
The Regional Municipality of Ottawa-CarletonENDFIE
ENDRECORD

Mayor Grant Clark
The Town of Alexandria
Post Office Box 700
90 Main Street South
Alexandria, Ontario
K0C 1A0ENDFIELD
Dear Mayor Clark:ENDFIELD
The Town of AlexandriaENDFIELD ENDRECORD

Mayor John Doran
The City of Brockville
Post Office Box 5000
Victoria Building
1 King Street West
Brockville, Ontario
K6V 7A5ENDFIELD
Dear Mayor Doran:ENDFIELD
The City of BrockvilleENDFIELD
ENDRECORD

Mayor Ben Franklin
The City of Nepean
Nepean Civic Square
101 Centrepoinde Drive
Nepean, Ontario
K2G 5K7ENDFIELD
Dear Mayor Franklin:ENDFIELD
The City of NepeanENDFIELD
ENDRECORD

Mayor Jacqueline Holzman
The City of Ottawa
City Hall
111 Sussex Drive
Ottawa, Ontario
K1N 5A1ENDFIELD
Dear Mayor Holzman:ENDFIELD
The City of OttawaENDFIELD
ENDRECORD

Mayor Merle Nicholds
The City of Kanata
580 Terry Fox Drive
Kanata, Ontario
K2L 4C2ENDFIELD
Dear Mayor Nicholds:ENDFIELD
The City of KanataENDFIELD
ENDRECORD

Mayor Brian Costello
The Town of Carleton Place
175 Bridge Street
Carleton Place, Ontario
K7C 2V8ENDFIELD
Dear Mayor Costello:ENDFIELD
The Town of Carleton PlaceENDFIELD
ENDRECORD

Mayor Ambrose Etmanskie
The Town of Kemptville
Post Office Box 130
15 Water Street
Kemptville, Ontario
K0G 1J0ENDFIELD
Dear Mayor Etmanskie:ENDFIELD
The Town of KemptvilleENDFIELD
ENDRECORD

Mayor Doug Hayes
The Separated Town of Prescott
Post Office Box 160
360 Dibble Street West
Prescott, Ontario
K0E 1T0ENDFIELD
Dear Mayor Hayes:ENDFIELD
The Separated Town of PrescottENDFIELD
ENDRECORD

Mayor Lana Marsh
Corporation of the Town of Perth
Town Hall
80 Gore Street East
Perth, Ontario
K7H 1H9ENDFIELD
Dear Mayor Marsh:ENDFIELD
the Corporation of the Town of PerthENDFIELD
ENDRECORD

Mayor Dennis Staples
Corporation of the Town of Smiths Falls
Post Office Box 695
Town Hall
77 Beckwith Street North
Smiths Falls, Ontario
K7A 4T6ENDFIELD
Dear Mayor Staples:ENDFIELD
Corporation of the Town of Smiths FallsENDFIELD
ENDRECORD

Mayor Bruce Wilson
The Separated Town of Gananoque
Post Office Box 100
Town Hall
38 King Street East
Gananoque, Ontario
K7G 2T6ENDFIELD
Dear Mayor Wilson:ENDFIELD
The Separated Town of GananoqueENDFIELD
ENDRECORD



Statistics Canada
Statistique Canada

Ottawa, Canada
K1A 0T6

La même lettre a été envoyée aux
personnes figurant sur la présente
liste.

Le 23 août, 1996

Monsieur Jean-Claude Bouchard
Président
La Coopérative de crédit du service civil limitée
400, rue Albert
Ottawa (Ontario)
K1R 5B2

Monsieur,

Au nom de Statistique Canada, je désire vous remercier de votre collaboration à l'occasion du Recensement de 1996.

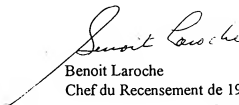
En effet, l'appui de La Coopérative de crédit du service civil limitée a largement contribué à faire connaître à l'ensemble de la population la tenue du recensement et l'importance d'y participer.

Statistique Canada entreprend maintenant l'importante étape du traitement et de l'analyse des renseignements provenant de quelque 11 millions de ménages et 300 000 exploitations agricoles. Les premiers résultats du recensement seront diffusés dès le printemps de 1997.

Comme le Canada planifie déjà son avenir à la venue du prochain siècle, il n'y a aucun doute que les données du Recensement de 1996 serviront de fondement à d'importantes décisions dont la portée touchera chacun de nous.

J'aimerais de nouveau vous remercier de nous avoir aidés à promouvoir le Recensement de 1996.

Veuillez agréer, Monsieur, l'expression de mes sentiments les meilleurs.


Benoit Laroche
Chef du Recensement de 1996

Canada

CENSUS • 1996 • RECENSEMENT

Count Yourself In!



Soyez du nombre!

Monsieur Jean-Claude Bouchard
Président
La Coopérative de crédit du service civil limitée
400, rue Albert
Ottawa (Ontario)
K1R 5B2 ENDRECORD

Monsieur G rald Savoie
Directeur g n ral
H pital Montfort
713, chemin Montr al
Ottawa (Ontario)
K1K 0T2 ENDFIELD
Monsieur ENDFIELD
l'H pital Montfort ENDFIELD
ENDRECORD

Monsieur Michel Bilodeau
Pr sident
H pital des Soeurs de la Charit  d'Ottawa
Pavillon Elizabeth-Bruy re
43, rue Bruy re
Ottawa (Ontario)
K1N 5C8 ENDFIELD
Monsieur ENDFIELD
l'H pital des Soeurs de la Charit  d'Ottawa ENDFIELD
ENDRECORD

Monsieur Ronald Lalonde
Pr sident du Conseil
Conseil des  coles s par es catholiques
de langue fran aise Prescott-Russell
Case postale 570
L'Orignal (Ontario)
K0B 1K0 ENDFIELD
Monsieur ENDFIELD
le Conseil des  coles s par es catholiques de langue fran aise
Prescott-Russell ENDFIELD ENDRECORD

Monsieur Pierre Marci
Directeur g n ral
Conseil des  coles catholiques
de langue fran aise d'Ottawa-Carleton
400, rue Labelle
Gloucester (Ontario)
K1J 1A1 ENDRECORD

Monsieur Michel Lalonde
Pr sident directeur g n ral
H pital g n ral de Hawkesbury
1111, rue Ghislain
Hawkesbury (Ontario)
K6A 3G5 ENDFIELD
Monsieur ENDFIELD
l'H pital g n ral de Hawkesbury ENDFIELD ENDRECORD

Jacques Labelle
Pr sident directeur g n ral
H pital g n ral d'Ottawa
501, chemin Smyth
Ottawa (Ontario)
K1H 8L6 ENDFIELD
Monsieur ENDFIELD
l'H pital g n ral d'Ottawa ENDFIELD
ENDRECORD

Monsieur Marcel Hamelin
Recteur
Universit  d'Ottawa
Case postale 450, succursale A
Ottawa (Ontario)
K1N 6N5 ENDFIELD
Monsieur ENDFIELD
l'Universit  d'Ottawa ENDFIELD ENDRECORD

Monsieur Roger Davidson
Directeur g n ral et secr taire
Conseil des  coles catholiques Stormont,
Dundas et Glengarry
1104, 1  Rue est
Cornwall (Ontario)
K6H 1N6 ENDRECORD

Monsieur Guy Cousineau
Maire
Ville de Vanier
300, avenue White Fathers
Vanier (Ontario)
K1L 7L5

Monsieur Yves Drouin
Maire
Ville de Hawkesbury
500, rue Higginson
Hawkesbury (Ontario)
K6A 1H1

Monsieur Jean-Pierre Pierre
Maire
Ville de Rockland
Case postale 909
1560, rue Laurier
Rockland (Ontario)
K4K 1L5 ENDRECORD



Statistics Canada
Statistique Canada

Ottawa, Canada
K1A 0T6

Same letter sent to the attached list.

August 22, 1996

Reeve Jim Bancroft
The Township of Osnabruck
Post Office Box 340
Ingleside, Ontario
K0C 1M0

Dear Reeve Bancroft:

On behalf of Statistics Canada, I would like to extend my appreciation for your support of the 1996 Census.

The participation of The Township of Osnabruck in promoting the Census contributed significantly towards informing the public that the Census was being held and that it was important to participate.

Statistics Canada has now started the important job of processing and analysing the information received from over 11 million Canadian households and 300,000 farms. The first results of the Census are expected to be released in the Spring of 1997.

As Canada begins planning for the next century, there is no doubt that the data from the 1996 Census will form the basis of many important decisions that will affect us all.

Again, many thanks for your cooperation.

Yours sincerely,

Dale Sewell
Manager, Census Communications

Canada



Reeve Jim Bancroft
The Township of Osnabruck
Post Office Box 340
Ingleside, Ontario
K0C 1M0

Mayor Paul Bradley
The Township of Goulbourn
Post Office Box 189
2135 Huntley Road
Stittsville, Ontario
K2S 1A3

Reeve Raymond Craig
The Village of Athens
Post Office Box 159
1 Main Street West
Athens, Ontario
K0E 1B0

Mayor Lloyd Cranston
The Township of Osgoode
Post Office Box 130
8243 Victoria Street
Metcalfe, Ontario
K0A 2P0

Reeve Gary Doyle
The Township of Montague
Post Office Box 755
Roger Stevens Road
Smiths Falls, Ontario
K7A 4W6

Reeve Harold Grier
The Township of Front of Leeds
Lansdowne
Post Office Box 129
Jessie Street
Lansdowne, Ontario
K0E 1L0

Reeve Joan Williams Birch
The Township of South Gower
R.R. #3
Kemptonville, Ontario
K0G 1J0

Mayor Dwight Eastman
The Township of West Carleton
5670 Carp Road
Kinburn, Ontario
K0A 2H0

Reeve John Whitteker
The Township of Williamsburgh
Post Office Box 160
Williamsburgh, Ontario
K0C 2H0



Statistics Canada Statistique Canada

Ottawa, Canada
K1A 0T6

Le 22 août, 1996

Monsieur Guy St. Jean
Corporation du Village de l'Original
Case postale 271
36, rue Court
L'Original (Ontario)
K0B 1K0

Monsieur,

Au nom de Statistique Canada, je désire vous remercier de votre collaboration à l'occasion du Recensement de 1996.

En effet, l'appui de la Corporation du Village de l'Original a largement contribué à faire connaître à l'ensemble de la population la tenue du recensement et l'importance d'y participer.

Statistique Canada entreprend maintenant l'importante étape du traitement et de l'analyse des renseignements provenant de quelque 11 millions de ménages et 300 000 exploitations agricoles. Les premiers résultats du recensement seront diffusés dès le printemps de 1997.

Comme le Canada planifie déjà son avenir à la venue du prochain siècle, il n'y a aucun doute que les données du Recensement de 1996 serviront de fondement à d'importantes décisions dont la portée touchera chacun de nous.

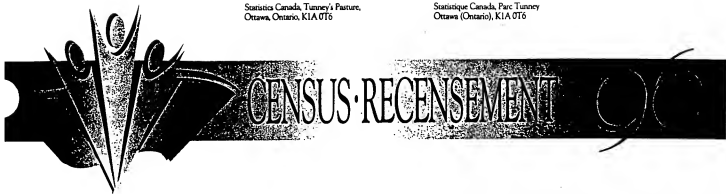
J'aimerais de nouveau vous remercier de nous avoir aidés à promouvoir le Recensement de 1996.

Veuillez agréer, Monsieur, l'expression de mes sentiments les meilleurs.

Dale Sewell
Chef, Communications du
Recensement de 1996

Canada





July 12, 1996

Ms. Pat Meek
Ottawa Board of Education
Continuing Education Centre
515 Cambridge Street South
Ottawa, Ontario
K1S 4H9

Dear Ms. Meek:

Many thanks for your help in promoting the 1996 Census. It was a successful public awareness campaign and I appreciate the time and attention that you gave to this important operation.

The first data from the 1996 Census (population and dwelling counts) are anticipated to be released in Spring 1997. If you have questions about this or other releases, do not hesitate to contact me at 951-6127.

Sincerely,

David Desormeaux
1996 Census Communications



Pat Meek
Ottawa Board of Education
Continuing Education Centre
5 Cambridge Street South
Ottawa
K1S 4A9 ENDRECORD

Aria Makrakis
Carleton Roman Catholic School Board
Nicholas Adult High School
100 Lotta Avenue
Nepean, Ontario
K2B 2B9 ENDRECORD

Doherty
Carleton Board of Education
Reception Centre
Meadowlands Drive
Nepean, Ontario
K2B 2B9 ENDRECORD

Patricia Gibson
Community Resource Centre of Kanata, Goulbourn and
Ottawa
100 Katimavik Road, 2nd Floor
Nepean Centre
Kanata, Ontario
K1S 2N2
ENDRECORD

Michael Birmingham
Director
Hinton Community and Health Services
Merivale Road
Ottawa, Ontario
K1S 5Z8
ENDRECORD

José Normand
Ottawa Board of Education
The Learning Centre
396 Cooper Street, Third Floor
Ottawa, Ontario
K1S 4A9 ENDRECORD

Irene Blayney
Carleton Board of Education
Career / Continuing Education
133 Greenbank Road
Nepean, Ontario
K2H 6L3 ENDRECORD

Barbara McKinnon
Director
Pincrest Queensway Community & Health Services
203-1365 Richmond Road
Ottawa, Ontario
K2B 6R7 ENDRECORD

Susan Tolton
Gloucester Centre for Community Resources
Beacon Hill Shopping Centre
2339 Ogilvie Road, 2nd Floor
Gloucester, Ontario
K1J 8M6
ENDRECORD

Jack McCarthy
Somerset West Community Health Centre
55 Eccles Street
Ottawa, Ontario
K1R 3S6
ENDRECORD

Cathy Colette
Acting Director
Centretown Community Health Centre
340 Maclaren Street
O Ontario
K2L 5M6
ENDRECORD

Simone Thibeault
Executive Director
Overbrook-Forbes Community Services Association
7-1155 Lola Street
Ottawa, Ontario
K1K 4C1
ENDRECORD

David Hole Executive
Director
South East Ottawa Centre for a Healthy Community
1480 Heron Road
Ottawa, Ontario
K1V 6A5ENDRECORD

Kathryn Andrews-Clay
Co-ordinator of Volunteer Services
South East Ottawa Centre for a Healthy Community
1480 Heron Road
Ottawa, Ontario
K1V 6A5 ENDRECORD

Ms. Moy Tam
Ottawa-Carleton Immigrant Services
959 Wellington Street
Ottawa, Ontario
K1V 4W1
E1 :CORD

Mr. Fred Awada
Executive Director
Lebanese & Arab Social Services Agency of C
Carleton
1-117 Mann Avenue
Ottawa, Ontario
K1N 5A4
ENDRECORD

Sharon Kan
Catholic Immigration Centre
219 Argyle Avenue
Ottawa, Ontario
K2P 2H4
ENDRECORD

Rupert Yeung
Director
Ottawa-Chinese Community Centre
391 Bank Street, 2nd Floor
Ottawa, Ontario
K2P 1Y3
ENDRECORD

Deborah Maisonneuve
Co-Ordinator
Debra Dynes Family House
85-955 Debra Avenue
Ottawa, Ontario
K2C 0J5
E1 :CORD

Teresa Jauvin
Confederation Court Community House
2483-A Walkley Road
Ottawa, Ontario
K1G 3H2
ENDRECORD

nnie Hunter
ordinator
ster Farm Family House
4-1085 Ramsey Crescent
Ontario
Z9
ENDRECORD

nn Brophy
dwell Family Centre
1100 Medford Street
awa, Ontario
Z 8L5
ENDRECORD

Raymond Sader
tor
orient
Pleasant Park Road
awa, Ontario
14
ENDRECORD

y Wiggan
ector
wa-Carleton Coalition for Literacy
396 Cooper Street
wa, Ontario
2H7
ENDRECORD

e Senior
kam Consultants
3 Carling Avenue, Suite 201
wa, Ontario
1C4
ENDRECORD

Guillaume Racine
Coordinator
Lowertown Good Neighbours Community House
145 Beausoleil Drive
Ottawa, Ontario
K1N BW3 ENDRECORD

Abdirahman Hashi
Somali Centre for Family Services
1719 Bank Street, Suite 303
K1V 7Z4
ENDRECORD

Mr. A. Murad
Editor
The Palestinian
658 Walkley Road
Ottawa, Ontario
K1V 6R9 ENDRECORD

Ms. Hopi Roy
People, Words & Change
66 Muriel Street, Suite A-400
Ottawa, Ontario
K1S 4E1
ENDRECORD

Doreen Branen
Prescott-Russell Reading Program
Box 850
Vankleek Hill, Ontario
K0B 1R0
ENDRECORD



CENSUS • 1996 • RECENSEMENT

July 15, 1996

Dear Ms. MacGillivray:

Many thanks for your help in promoting the 1996 Census. It was a successful public awareness campaign and I appreciate the time and attention that you gave to this important operation.

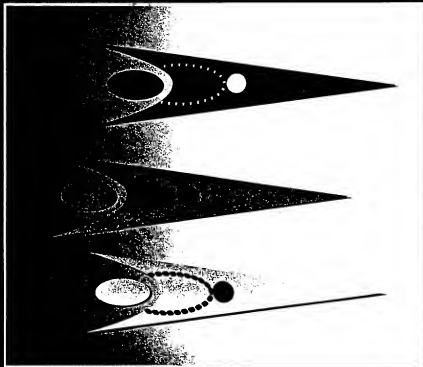
If you have questions about the data to be released from the census, feel free to contact me at 951-6127.

David Desormeaux
1996 Census Communications

To:
À :



CENSUS • 1996 • RECENSEMENT



Statistique
Canada

Canada

Barbara Bennett
Employee Communications
Department 0197
Northern Telecom Limited
1000 Speck Parkway
Mississauga, Ontario
M5C8 ENDRECORD

Susan Abraham
Marketing Department
Service Co-operative Credit Society Limited
100 Albert Street
Ottawa, Ontario
K1P5B2 ENDRECORD

Lily Corewyn
Reference Board of Canada
100 Smyth Road
Ottawa, Ontario
K1M7ENDFIELD ENDRECORD

Mark Hurst
Human Resources
Hester Plastics
1000 Green Street
Ottawa, Ontario
K1W7 ENDRECORD

Addeem Khan
Developments
President, Finance
100 Laurier Street West
Ottawa, Ontario
K1Y2 ENDRECORD

Ms. Janet Casselman
Bradson Mercantile
440 Laurier Avenue West
Ottawa, Ontario
K1R 7X6 ENDRECORD

Ms. Margaret Dacey
Director
Corporate Human Resources
Cognos Incorporated
3755 Riverside Drive
Post Office Box 9709
Ottawa, Ontario
K1G 3Z4 ENDRECORD

Ms. Pam Duncan
Human Resources
Eddy Paper Company Limited
Post Office Box 3521, Station C
Ottawa, Ontario
K1Y 4L5 ENDRECORD

Ms. Roseline MacGillivray
Project Manager
Metropolitan Life Insurance Company
99 Bank Street
Ottawa, Ontario
K1P 5A3 ENDRECORD

Ms. Suzanne MacLennan
O.C. Transpo
1500 St. Laurent Boulevard
Ottawa, Ontario
K1G 0Z8 ENDRECORD

Ms. Patti Murphy
Stentor Resource Centre Inc.
60 Elgin Street
Ottawa, Ontario
K1S 4N2 ENDRECORD

Ms. Hillary Kelly
Corporate Accountant
Warnaco of Canada Limited
707 St. Lawrence Street
Prescott, Ontario
K0E 1T0 ENDRECORD

Ms. Tambray Napp
Editor
This Week At Carleton
Carleton University
175 Colonel By Drive
Ottawa, Ontario
K1S 5B6 ENDRECORD

Nicole Jodoin
Office of the Mayor
City of Gloucester
Post Office Box 8333
400 Blair Place
Gloucester, Ontario
K1G 3V5 ENDRECORD

Ms. Lise Billette
Corporation of the City of Vanier
800 White Feathers Road
Vanier, Ontario
K1L 7L5

Ms. Laurie McCullagh
Treats Incorporated
418 Preston Street
Ottawa, Ontario
K1S 4N2 ENDRECORD

Mr. John Johnston
Manager, Financial Services
Algonquin College of Applied Arts and Technology
1385 Woodroffe Avenue
Ottawa, Ontario
K2G 1V8 ENDRECORD

Regional Municipality of Ottawa-Carleton ENDRECORD

Ms. Jane Logan
City of Nepean
Nepean Civic Square
101 Centrepointe Drive
Nepean, Ontario
K2G 5K7 ENDRECORD

Ms. Cindy Babcock
Office of the Mayor
City of Kanata
580 Terry Fox Drive
Kanata, Ontario
K2L 4C2 ENDRECORD

ael Tansey
ger of Corporate Communications
of Ottawa
ussex Drive
Ontario
AJIENDRECORD

ATTENTION: ADULT LITERACY TEACHERS

1996 Adult Basic Education Package



The next Census will take place on Tuesday, May 14, 1996.

Statistics Canada has prepared a **1996 Census Adult Basic Education** package for use in Adult Literacy classes.

The package contains two components:

- ♦ a Teacher's Guide with background information on census concepts, topics for discussion and exercises
- ♦ five Student Handbooks which describe the census, how it works, why it is important and how the information collected is processed.

The package is available free of charge and both the guide and handbooks may be reproduced.

To receive your copy of the 1996 Census Adult Basic Education package, containing a teacher's guide and five student handbooks, please mail or fax your request to the following address:

1996 Census Communications
10th Floor, R.H. Coats Building
Tunney's Pasture
Ottawa, Ontario
K1A 0T6

Facsimile: (613) 951-0930

Be sure to include your name, the name of your organization, address, and phone number. If you would like more information, contact David Desormeaux, Census Communications, at (613) 951-6127.

- ★ **NOTE:** The Adult Basic Education package is not designed for ESL/FSL elementary or secondary level classes. Contact the above number for specially designed ESL/FSL classroom activities.

À TOUS LES ENSEIGNANTS EN ALPHABÉTISATION

Trousse d'information sur le Programme d'éducation de base des adultes



Le prochain recensement aura lieu le mardi 14 mai 1996.

Statistique Canada a préparé la trousse d'information sur le **Programme d'éducation de base des adultes du Recensement de 1996** à l'intention des adultes inscrits à un programme d'alphabétisation.

La trousse contient deux documents :

- ♦ un guide de l'enseignant, qui contient de l'information sur les concepts du recensement, des sujets de discussion et des exercices;
- ♦ cinq manuels de l'élève, qui expliquent en quoi consiste le recensement, l'importance d'un tel exercice et le mode de traitement de l'information recueillie.

La trousse est offerte gratuitement. Le guide et les manuels peuvent être reproduits.

Pour obtenir votre trousse d'information sur le Programme d'éducation de base des adultes du Recensement de 1996, faites parvenir votre demande par la poste ou par télécopieur à l'adresse suivante :

Communications du Recensement de 1996
Immeuble R.-H.-Coats, 10^e étage
Parc Tunney
Ottawa (Ontario)
K1A 0T6
Télécopieur : (613) 951-0930

Assurez-vous d'inscrire vos nom, adresse et numéro de téléphone ainsi que le nom de votre organisation. Pour obtenir plus d'information, communiquez avec David Desormeaux, des Communications du recensement, au (613) 951-6127.

Nota : la trousse d'information sur le Programme d'éducation de base des adultes n'est pas conçue pour les classes de FLS / ALS du secondaire et du primaire. Téléphonez au (613) 951-6127 pour recevoir des activités destinées aux classes de FLS / ALS.

APPENDIX/APPENDICE 4

MULTILINGUAL MATERIALS

Frequency of Single Language Multilingual Materials ordered (Ottawa-Carleton)

Languages	Number of times ordered	Languages	Number of times ordered
Armenian	11	Laotian	1111
Bengali	111	Macedonian	11
Creole	1111	Mandarin Chinese Simple Characters	1111 1
Farsi	1111 1	Portuguese	1
German	1111	Romanian	1111 1
Greek	1	Slovenian	1111
Gujarati	1	Serbian	1111
Hindi	1111	Tagalog	111
Italian	1111	Thai	11
Japanese	11	Turkish	1111
Khmer	111	Ukrainian	111
Korean	11	Urdu	111

Number of Multilingual Brochures Ordered: 2,880

Organizations who used multilingual materials

Carleton Board of Education - Continuing Education Department
 Pinecrest Queensway Community & Health Services
 Gloucester Centre for Community Resources
 Carlington Community and Health Services
 Centretown Community Health Centre
 South East Ottawa Centre for a Healthy Community
 Ottawa-Carleton Immigrant Services
 Lebanese & Arab Social Services Agency
 Catholic Immigration Centre

Ottawa-Chinese Community Centre
 Debra Dynes Family House
 Confederation Court Community House
 Ottawa West Community Support
 Foster Farm Family House
 Caldwell Family Centre
 Somali Centre for Family Services
 Malkam Consultants
 Carleton Board of Education (Career / Continuing Education)
 Township of Rideau Senior Citizens' Service Centre

Top Ten Non-Official Languages

In December, 1995, Ottawa-Carleton Catholic Immigration Centre provided the following list. It reflects the major native language groups, for persons 18 years of age and over, in the Ottawa-Carleton region only. It is consistent with the information provided in consultation with settlement agencies, community resource centres and school boards.

Arabic	Mandarin Chinese	Polish	Serbo - Croatian	Spanish
Cantonese	Persian / Farsi	Punjabi	Somali	Vietnamese

APPENDIX/APPENDICE 5

1996 CENSUS

THIRD PARTY SUPPORT

CENTRALIZED EDIT AREA

NOTE: See Appendix for addresses of organizations which received letters from the Census Manager and/or the Minister.

ORGANIZATION NAME	1996 CENSUS ACTIVITIES /COMMENTS
1. CORPORATIONS	
Bell Northern Research (Ottawa) (Contact: Susan Desjardins, Assistant Vice-President, Human Resources) Northern Telecom Limited (Toronto) (Contact: Barbara Bennett, Global Employee Communications, Department 0197)	2,000 posters in buildings in Ottawa & Toronto. 60,000 employees; same company - different branches - subsidiaries of BCE, owned by Bell. There was overlap in contact - once by Toronto (NT); once by Ottawa (BNR) - file taken by Census Communication (Ottawa) - final contact was B. Bennett at NT. Recommendation: contact national HQ in Toronto only (Northern Telecom) Letter from Benoit Laroche to BNR. Letter from Minister to NT.
Blue Line Taxi Co Ltd Mr. Courtney Francis 455 Coventry Road Ottawa, Ontario K1K 2C5	Agreed to put klings in windows of fleet (400); Internal campaign: 4 posters, 12 bookmarks, 6 calendars, 100 coasters to be used in headquarters. Klings used by some but not all taxis. Contacted by Communications Officer.
Bradson Mercantile (Contact: Janet Casselman Executive Assistant)782-2453	Articles in 2 newsletters; Inserts in pay envelopes (1200 * 4 weeks); Twelve posters to branch offices. Letter from Benoit Laroche.
Civil Service Co-operative Credit Society Limited (Contact: Susan Abraham Marketing Department) 560-0128 ext. 6351	Message on April statement envelopes (65,000); Logo in May issue of <i>SCOOP</i> (Monthly, circ: 65,000). 268 employees; 65,000 members; declined suggestion to put message on ATM machines. Letter from Benoit Laroche.
Cognos Incorporated (Contact: Margaret Dacey, Director, Corporate Human Resources 738-1440)	E-mail message to employees in May (1,900); Posters (12); Calendars (5). 1,963 employees; sales offices in Calgary, Winnipeg, Toronto, Ottawa, Montreal, Quebec, Moncton; requested written materials in electronic format (English & French). Letter from Benoit Laroche.
Conference Board of Canada (Contact: Ms. Lily Corewyn 526-3280)	Message in May 10 issue of weekly internal newsletter <i>Next Week at the Board</i> (circ. 200). 165 employees; Used insert text for copy. Letter from Benoit Laroche.
Eddy Paper Company Limited (Contact: Pam Duncan Human Resources) 725-6700	Posters (12); Article in April 27 issue of weekly internal newsletter <i>In Focus / Au Point</i> (circ. 100); Calendars (5). Subsidiary of Weston Group (Head Office in Toronto) which advised STC to contact subsidiaries individually. 2,939 employees; could not put logo on packaging since many of their products are shipped outside Canada (mostly U.S.A.). Letter from Benoit Laroche.
Gloucester Hydro (Contact: Mr. Ted Lever) 822-2321	102 employees; 8 week billing cycle. Inserts (36,000) in customer bills; message in Spring issue of quarterly newsletter to customers <i>Power Lines / Haute Tension</i> (circ: 36,000). Letter from Benoit Laroche.
Nepean Hydro (Contact: Lynne Anderson 225-0101)	Inserts with bills to consumers (20,000); article & logo in employee newsletter (95); Klings (5); tent cards (5). Was able to do only half of the mailing due to timing. We will receive a copy of newsletter "depending on what's in it." Customer base (40,000); 95 employees. Recommendation: Confirm mailing in January - early printing of inserts. Letter from Benoit Laroche.
Ottawa Hydro (Contact: Rod Whitney, Director of Customer Service) 738-6400 ext. 380	Postal slug on April statements (140,000); Inserts (400) for employees (384); required two models of slug. Letter from Benoit Laroche.
Kanata Hydro (Contact: Cheryl Speck-Bassett) 592-4102	Inserts in May billing (16,000); agreed to do article in first issue of new monthly newsletter, <i>Watt's Happening</i> (16,000), but wasn't published; 40 employees; require at least one month lead time for inserts. Letter from Benoit Laroche.

ORGANIZATION NAME	1996 CENSUS ACTIVITIES /COMMENTS
Loeb IGA Incorporated Lorne Murphy Foods Mr. W. K. Rusch General Manager 235-5211	Recommendation: Contact through national HQ - Toronto Tent cards (750); coasters (200); posters (70); calendars (35) to be displayed in cafeterias at Tunney's Pasture; provided 2 tables and 8 chairs for Help Centre (3 days) for a cost of \$60; provided contact name for RA Centre. Letter from Benoit Laroche.
Manchester Plastics (Gananoque) (Contact: Mr. Mark Hurst Human Resources) 613-382-4745	Message on cafeteria's electronic board during month of April (350); calendars (5); 700 employees; manufacturer of plastic mouldings. Letter from Benoit Laroche.
Mead Johnson Canada Mr. Gary Allen Director, Public Relations	E-Mail message 3 times before Census Day to employees; 5 posters; 424 employee nutritional products manufacturing and marketing; plant in Belleville; no newsletter Letter from Benoit Laroche.
Metropolitan Life Insurance Company Ms. Roseline MacGillivray Project Manager	Posters (180); E-mail message to employees in May (1,800 staff; 1,000 sales staff); distributed Posters: 40 large; 140 small; used PMT in electronic format for E-Mail message. Letter from Benoit Laroche.
Minto Developments (Contact: Mr. Nadeem Khan Vice President, Finance)782-2206	Posters (15); tent cards (5); 600 employees; some discussion of inserts (900) and a article in employee newsletter, but did not come about due to timing and inability to reach each other. Recommendation: Consider a communications program component for apartment buildings (housing & development corporations) to complement Collections activities - especially in mail-out areas (access to buildings, 2B question on construction data building, etc.). Letter from Benoit Laroche.
National Capital Freenet Contact: Gordon Pearson	Pre-Census and post-Census messages on Freenet in Ottawa and Toronto (May 10-20); used WWW pointer; 300 people log on to Freenet each day; used insert text message. Contacted by Communications Officer.
O.C. Transpo (Contact: Suzanne MacLennan) 741-6440 ext. 270	Article in monthly Employee Newsletter <i>Transpo</i> (2,500); T-shirts (10) for staff at wickets on Census Day; Calendars (40) for distribution in Head Office; TV Banners on transitway from May 7 to May 21; Distributed bookmarks to public through ticket/bus pass vendors (250 across the city); total 25,000 bookmarks. Agreed to but did not do article in May issue of <i>Circuits</i> . Banners (15' x 3'); OC Transpo charged \$250 for installment and removal; banners returned to STC; one at Tunney's station facing East; one on Queensway overpass between Campus and Lees stations - facing West. Inquired about interior ads but did not reach appropriate person in time to pursue the matter. Inquired about logo on passes but could not be done. Recommendations: 1. Two banners at Tunney's facing opposite directions or between Lees & Campus facing East and at Tunney's facing West. 2. Bookmarks to vendors should have label on each package with instructions for vendors to distribute to the public. 3. Consider submitting a proposal with specific activities (based on previous activities) when appropriate contact person has been reached. Letter from Benoit Laroche
Ottawa Lynx Baseball Club 747-5969	Public announcement with first pitch on May 14 game; posters for ticket offices (tent cards (40); T-shirts (10) for vendors selling popcorn, etc. Letter from Benoit Laroche.
Hydro-Rockland 2815, rue Laporte Rockland (Ontario) K4K 1L5 (Contact: Francine Villeneuve)	Inserts (3,050) in April billing; made contact with Rockland Hydro through the Rockland municipal government. Contacted by Communications Officer.

ORGANIZATION NAME	1996 CENSUS ACTIVITIES /COMMENTS
RA Centre Mr. Jacques Phaneuf RA Centre, West Wing 2451 Riverside Drive Ottawa, Ontario K1H 7X7	100 posters; 5,000 tent cards to be displayed in all federal government cafeterias in National Capital Region; made contact through Fred Rusch (Lorne Murphy Foods). RA Centre helpful and easy to deal with. Contacted by Communications Officer.
Stentor Resource Centre Inc. (Contact: Ms. Patti Murphy)	Internal Voice Mail message in May (1,800); Posters (10); 2,000 Employees. Letter from Benoit Laroche.
Telesat Canada	Used 450 inserts for employees; 5 window decals; distributed 50 <i>Focus for the Future</i> ; 15 posters 8 1/2 x 11, 4 tent cards, 6 coasters; E-mail message to employees the day before Census; article in March edition of newsletter <i>Telesat News and Views</i> (Circulation 1,000). Letter from Benoit Laroche.
Treats Incorporated (Contact: Laurie McCullagh 563-4073)	Article in April newsletter <i>Trading Treats</i> to franchises (300); agreed to produce monogram cookie (census logo) for radio stations on Census Day; suggested printing logo on bags but they are printed only twice a year. Recommendation: Investigate Lorne Murphy Foods as alternative to Treats in 2001 (for Census Day radio campaign) as Treats "forgot" to make cookies; were made at the last minute and were of very poor quality. Letter from Benoit Laroche.
Fromagerie St-Albert M. Réjean Ouimet, Gérant 150, rue St-Paul, C.P. 30 St-Albert (Ontario) K0A 3C0 987-2872	Used 10,000 stickers for cheese packages; tent cards (3). Initial contact by communications officer.
Warnaco of Canada Limited Mr. Owen Griffiths Chief Financial Officer 707 St. Lawrence Street Prescott, Ontario K0E 1T0 (Contact: Hillary Kelly Corporate Accountant) 613-925-5965	Inserts (500); posters (10); bookmarks (500); coasters (50) for employee and retail promotion; 850 employees; manufacturer of men's & women's apparel. Letter from Benoit Laroche.
2. HOSPITALS	
Children's Hospital of Eastern Ontario (Contact: Christine Kouri Public Relations Office 737-2452)	Message in March newsletter (1,000); Nine posters; 500 bookmarks in libraries & gift shop. 1,600 employees; public relations office very helpful. Letter from Benoit Laroche.
Hôpital général de Hawkesbury (Contact: Luc P. Pressau Senior Advisor 613-632-1111)	40 bookmarks, 10 klings, coasters, 8 posters, 5 tent cards. Article in newsletter <i>Dialogue</i> (circ 350); 325 Employees; not much discussion with public relations office: sent materials but didn't get much feedback. Letter from Benoit Laroche.
Hôpital Montfort	Inserts in pay cheques (850); 846 employees; made their own inserts. Letter from Benoit Laroche.
Hotel Dieu Hospital (Contact: Ms. Ann Surch Executive Assistant 613-938-4075)	Published full page article (<i>Census & Health Care</i>), full page photocopy of small national poster and logo on cover page in May 10 edition of <i>Prism</i> (circ. 200+); used 4 calendars; 3 posters; 825 bookmarks to each employee; 2 klings; 100 coasters. 800 employees; Hôtel Dieu is part of a group of medical facilities that come under the name of The Religious Hospitaliers of St. Joseph Health Centre of Cornwall (Le centre de santé des religieuses hospitalières de St-Joseph de Cornwall) John Haselhurst is Director of Hôtel Dieu only. Letter from Benoit Laroche.
Ottawa Civic Hospital (Contact: Ms. Judy Brown Public Affairs Officer 761-4158)	Article in May issue of bi-monthly employee newsletter <i>Pulse</i> (4,000); posters (170) in public areas; bookmarks (700) on patient trays; tent cards (200) in cafeteria; 4,100 employees; Public Affairs office very helpful. Letter from Benoit Laroche.

ORGANIZATION NAME	1996 CENSUS ACTIVITIES /COMMENTS
Hôpital général d'Ottawa (Contact: Ms. Sylvie Dubuc Public Relations 737-7777)	Displayed posters and articles on 2 public bulletin boards (26,000 staff & visitors); 2,600 Employees. Letter from Benoit Laroche.
Queensway Carleton Hospital (Contact: Ms. Madeleine Hopkins Administrative Secretary 721-4700 ext. 5602)	12 posters, 50 tent cards, 2 calendars in public areas; 900 inserts in employee pay envelopes; 1,000 employees; helpful and enthusiastic. Letter from Benoit Laroche.
Riverside Hospital of Ottawa (Contact: Ms. Eleanor Dunn Vice President Human Resources and Public Relations 738-7100 ext. 2240)	Posters (26) in elevators & public areas; tent cards (60); 800 employees. Letter from Benoit Laroche.
Salvation Army Grace Hospital (Contact: Ms. Jane Petricic Public Relations Director 724-4629)	Logo & reminder in April 26 issue of bi-weekly internal newsletter <i>Foundation For</i> (circ. 1,300 to staff and volunteers); posters (5); calendars (1); tent cards (20) for cafeteria; bookmarks (40) for patient trays. 560 employees. Letter from Benoit Laroche.
Hôpital des Soeurs de la Charité d'Ottawa (Contact: Ms. Kathleen Stokely V.P. of Community and Public Relations 562-6331)	Logo and short text in March issue of internal newsletter (circ. 200 copies shared to staff) and external newsletter (circ. 3000); 1,200 employees Letter from Benoit Laroche.
3. COLLEGES AND UNIVERSITIES	
Algonquin College of Applied Arts and Technology (Administration) (Contact: Mr. John Johnston Manager, Financial Services 727-4723 ext. 51130)	Calendars (5); posters (40); tent cards (25); bookmarks (400); inserts for employee pay in April (2,000); article in employee newsletter . 1,400 employees; 25,000 - 30,000 students on 5 campuses. Letter from Benoit Laroche.
Carleton University (Administration) (Contact -Administration: Mr. Pat O'Brien, Director, Public Relations 788-3801) (Contact: Ms. Tambray Napp <i>This Week At Carleton</i> 520-2600, ext. 8708)	3 articles in <i>This Week at Carleton</i> (multiple issues); <i>Test Your Knowledge</i> , article "Students", article re: "1-800". 3,058 employees; despite numerous suggestions, Carleton U. only did articles in weekly newspaper. Letter from Benoit Laroche.
Université d' Ottawa (Contact: Nicole Gendreau 562-5800 ext. 1535)	Posters - national 17 x 22 (4), Barb Woods 17 x 22 (2), national 8½ x 11 (120); tent cards (120); 4,000 employees; inquired about banner but approval was delayed until it was too late. Letter from Benoit Laroche.
University of Ottawa Library Ms. Marilyn Rennick University of Ottawa 65 University Street, Station A P.O. Box 450 Ottawa, Ontario K1N 6N5 (562-5800 ext. 3655)	Displayed 10 posters, distributed 500 bookmarks, 200 English & 200 French <i>Canada at a Glance</i> , 20 <i>Questions and Why They are Asked</i> ; 20 teachers kits, used Internet address, 1-800 number. Contacted Census Communications following a presentation by Joël Yan (STC - Dissemination?)
St. Lawrence College of Applied Arts and Technology (Brockville)	Article in <i>College News</i> (circ. 500 to staff, board members & external); article sent student associations at 3 campuses -- to be posted; 1,000 employees; received 0 of newsletter. Letter from Benoit Laroche.
Carleton University Library Documents Department 1125 Colonel By Drive Ottawa, Ontario K1S 5B6 (Contact: Francis Montgomery)	Bookmarks (200); <i>Questions & Why They are Asked</i> (2); <i>Canada at a Glance</i> (2 posters (4); tent cards (5); blotters (2). Contacted Communications after seeing posters at the University.
4. BOARDS OF EDUCATION	

ORGANIZATION NAME	1996 CENSUS ACTIVITIES /COMMENTS
Ottawa Board of Education Ms. Pat Meek - ESL Program Ms. Marilyn Chick - Adult Literacy	Distributed 33,000 bookmarks to their schools; ordered 85 Teacher's Kits. Letter from Benoit Laroche.
Ottawa Board of Education Continuing Education Centre 515 Cambridge Street South Ottawa, Ontario K1S 4H9 Contact: Ms. Pat Meek (239-2656)	ESL & Literacy Programs. Posters: National (28), Barb Woods (20), No Word (11), Northern Census (26), Agriculture (26); <i>Canada at a Glance</i> (50); bookmarks (400); ABE kits (50). ESL representative attended LINC (Language Instruction for Newcomers to Canada) meeting at Pinecrest Queensway Health and Community Services on Jan. 30. Initial contact by Communications Officer.
Ottawa Board of Education The Learning Centre 396 Cooper Street, Third Floor Ottawa, Ontario Contact: José Normand (239-2687)	Adult ESL and Literacy programs. 9 ABE kits (E); 1 ABE kit (F); 2 Teacher's kits (1-E, 1-F). Literacy representative attended conference (sponsored by the Ottawa Literacy Coalition) March 1 and 2. Initial contact by Communications Officer.
Stormont Dundas Glengarry Separate School Board Mr. Kevin Lydon (English Section) M. Vincent Scott (French Section)	Board is divided into English and French Sections. Each has its own Director of Education and should be approached separately. Both the English and French section distributed bookmarks to their schools (total 10,200) Letter from Benoit Laroche
Stormont Dundas Glengarry Public School Board (Cornwall)	Distributed 13,000 bookmarks to schools; no second language programs . Letter from Benoit Laroche.
Lanark Leeds & Grenville County Roman Catholic BOE (Smith Falls) (Contact: Susan LaRosa Superintendent of Human Resources)	Displayed 25 calendars; distributed klings(25), Teacher's kits in English (50) and French (2); posters 17 x 22 (50); tent cards(1,000); Distributed 6,000 bookmarks to schools. Letter from Benoit Laroche.
Leeds & Grenville County Board of Education (Brockville) (Contact: Ms. Linda Jobson)	Distributed 43 Teachers's kits; Distributed 14,500 bookmarks to schools. Letter from Benoit Laroche.
Prescott Russell English Catholic School Board (Rockland)	Posters 22 x 17 (5); Bookmarks (85). Letter from Benoit Laroche.
Prescott Russell County Board of Education (Hawkesbury) (Contact: Ms. Margaret MacMillan)	Distributed bookmarks to schools. (5,845) Letter from Benoit Laroche.
Ottawa Roman Catholic Separate School Board (Contact: Ms. Ann McConnell, Secretary)	Distributed calendars (50); <i>Canada at a Glance</i> (50); posters 17 x 22 (50); tent cards (50); posters 22 x 17 (50); posters 8 1/2 x 11 (100); Distributed Teachers Kits (100); Distributed bookmarks (11,000) to schools. Letter from Benoit Laroche.
Le Conseil des écoles séparées catholiques de langue française Prescott-Russell (L'Original)	Distributed inserts (1,000) in employee pay envelopes; Used 71 Teacher's kits; Distributed 11,900 bookmarks to schools. Letter from Benoit Laroche.
Conseil des écoles catholiques de langue française d'Ottawa-Carleton Gloucester (Ontario)	Distributed 15,000 bookmarks to schools. Letter from Benoit Laroche.
Conseil des écoles publiques d'Ottawa-Carleton Vanier (Ontario)	Teachers Kits (2); Distributed 6,647 bookmarks to schools. Contacted by Communications officer (not included in original collection of lists).
Carleton Roman Catholic School Board Mr. Terry Murphy (Superintendent of School Operations)	Distributed bookmarks (25,000) to schools. Letter from Benoit Laroche.

ORGANIZATION NAME	1996 CENSUS ACTIVITIES /COMMENTS
Carleton Roman Catholic School Board Community Education Centre 140 Cumberland Street Ottawa, Ontario K1N 7G9 Contact: Bernie Walsh	ABE Kits - English (75); bookmarks (1,600) to students at Community Education Centre. Community Education Centre has 75 ESL teachers & 1600 students. Initial contact by Communications Officer.
Carleton Roman Catholic School Board St. Nicholas Adult High School 130 Lotta Avenue Nepean, Ontario K2G 2B9 Contacts: Maria Makrakis	Bookmarks (150); 3 posters each of both Northern Census, NO Word and National Teachers Kit (1); ABE kits (2). Initial contact by Communications Officer.
Carleton Board of Education Contact: Margaret Coleman (Communications) 721-1820	Distributed bookmarks (47,000) to schools. Inquired about article in <i>Nuts & Bolts</i> (internal newsletter) but the publication is operated entirely on cost recovery. Letter from Benoit Laroche.
Carleton Board of Education Career / Continuing Education 133 Greenbank Road Nepean, Ontario K2H 6L3 Irene Blayney (ESL / Cont. Ed.) 721-1820 (621)	Presentation to lead ESL teachers (November); sent 40 Teachers Kits for ESL teachers; 2 ABE Kits; posters: 17x22 (20); 8½x11 (20); sheets of census stickers for children (25); multilingual brochures (20); single language fact sheets in 19 languages. Programs in West, Central and East Ottawa. Run through Continuing Education. (4 Teachers in 9 schools). Initial contact by Communications Officer.
Carleton Board of Education ESL Reception Centre 148 Meadowlands Drive Nepean, Ontario K2G 2S5 Jill Doherty (ESL Reception Centre)	Posters: Chinese (2), Vietnamese (2), No Word (2), tent cards (10), bookmarks (50) Initial contact by Communications Officer.
Individual Schools	Nine individual schools contacted Census Communications directly for materials. TOTAL MATERIALS: Teacher's Kits (18); Posters (209); multilingual brochures (160); tent cards (14); bookmarks (400); <i>Canada at a Glance</i> (40); calendars (12).
5. MUNICIPALITIES	
Regional Municipality of Ottawa-Carleton	Presentation to Manager, Corporate Communications; Proclamation by Chair; Staff display in Regional Headquarters; Used coasters (100); tent cards (100); posters (5); Distributed calendars (25) to employees; Provided contact names for RMOC Social Services. Proclamation required a separate letter to the Chair directly requesting the issuing a proclamation or resolution. Recommendations: Because of the government's size, it would be ideal to make a presentation to the heads of all departments to get support of more programs run by RMOC. Letter from Benoit Laroche.
City of Gloucester (Contact: Nicole Jodoin, Mayor's Assistant)	Message on tax bills (50,000); proclamation (televised council meeting) (5,000); displayed posters (60) in all arenas and bookmarks (2000) in libraries; Census advertisement (no charge) on city page of May 5 issue of Gloucester News; message in May 12 issue of Gloucester News. Letter from Benoit Laroche.
City of Nepean	Article in Clarion (Mayor's column) (43,000). Letter from Benoit Laroche.
Ville de Vanier	Inserts in Feb. tax bills (4,000). Letter from Benoit Laroche
City of Brockville (Contact: Mr. David C. Paul Economic Development Officer)	Mail out to business community (700 members, eg. Chamber of Commerce); Calendars(2), tent cards (12); bookmarks 12); posters; posted articles on employee bulletin board (200). Letter from Benoit Laroche.
City of Kanata	Proclamation. Letter from Benoit Laroche.
City of Ottawa (Contact: Michael Tansey, Manager of Corporate Communications) Andree Poirier 244-5300 ext 3553	Inserts in employee (2,900); tent cards (120); bookmarks (40,000), decals (1,000); posters (80), coasters (2,000); calendars (50); had originally ordered 20,000 kling distribute at customer counters, but reduced the amount to 1,000 due to availability. Letter from Benoit Laroche.

ORGANIZATION NAME	1996 CENSUS ACTIVITIES /COMMENTS
Ville de Rockland	Used 10 posters, 5 tent cards, 250 bookmarks. Letter from Benoit Laroche.
Town of Carleton Place	Presentation to council at the request of municipal government (Feb 27); inserts in April water bills (3,500). Letter from Benoit Laroche.
Corporation of the Town of Perth	Inserts (bookmarks) in April tax bills (2,300). Letter from Benoit Laroche.
Corporation of the Town of Smiths Falls	Inserts in February tax bills (3,500). Letter from Benoit Laroche.
Ville de Hawkesbury	Resolution. Letter from Benoit Laroche.
The Separated Town of Gananoque	Inserts in water bill (2,300); town contacted Gananoque Light & Power for us (a private company). Letter from Benoit Laroche.
The Town of Alexandria	Inserts in Feb tax bill (700); community channel message (1,500); resolution at council. Letter from Benoit Laroche.
The Town of Kemptville	Inserts in tax bills (Feb.) (1,200); calendars (5 Pop.; 2 Ag.). Letter from Benoit Laroche.
The Separated Town of Prescott	Inserts in interim tax bills (1,200) (February). Letter from Benoit Laroche.
Corporation du Canton de Clarence	Résolution. Letter from Dale Sewell.
Township of Williamsburg	Used 2 calendars, 2 window decals; 4 posters, 50 bookmarks, 100 coasters. Letter from Dale Sewell.
Township of Goulbourn	Used 10 posters 17 x 22, 10 posters 8 ½ x 11, 60 bookmarks. Letter from Dale Sewell.
Township of Montague	Used 1,500 inserts for March 1 tax billing. Letter from Dale Sewell.
Village of Athens	Used 100 bookmarks, 3 posters 8 ½ x 11. Letter from Dale Sewell.
Township of Osgoode	Proclamation. Letter from Dale Sewell.
Township of Osnabruck	Used 1 calendar, 1 window decal, 4 posters 8 ½ x 11, 5 tent cards, 30 bookmarks, 30 coasters. Letter from Dale Sewell.
Corporation du Village de l'Original	Résolution. Letter from Dale Sewell.
Township of West Carleton	Resolution. Letter from Dale Sewell.
Township of South Gower	Used 2 posters 17 x 22, 50 bookmarks. Letter from Dale Sewell.
Township Front of Leeds and Lansdowne	Used 10 posters 17 x 22, 1 calendar and 2 klings. Letter from Dale Sewell.

6. SPECIAL GROUPS - ETHNIC & NEW IMMIGRANTS

6.1 Community Health & Resource Centres

Pinecrest Queensway Community & Health Services
 203-1365 Richmond Road
 Ottawa, Ontario K2B 6R7
 Barbara McKinnon, Director (820-4922)
 1) Barbara McKinnon, Director & Chair of Multicultural Committee)
 2) Marisa Lee (personal contact with Ottawa Chinese Alliance Church)
 3) Carol Wu (LINC)

1) Barb McKinnon Distributed information kits at Director's meeting Feb. 6.
 2) Marisa Lee Used 3 calendars, 3 Chinese posters & 25 multilingual brochures to distribute to seniors at Ottawa Chinese Alliance Church.
 3) Presentation to LINC service providers.

Initial contact by Communications Officer.

ORGANIZATION NAME	1996 CENSUS ACTIVITIES /COMMENTS
Community Resource Centre of Kanata, Goulbourn and West Carleton Community Resource Centre of Kanata, Goulbourn and West Carleton 150 Katimavik Road, 2nd Floor Town Centre Kanata, Ontario K2L 2N2 Marcia Gibson (591-3686)	Used 3 posters; 3 calendars; article in WP5.1 & logo for community newsletter "Let's Connect", (circ 500); faxed multilingual order form & copy of article (F2) for their information. Initial contact by Communications Officer.
Gloucester Centre for Community Resources Beacon Hill Shopping Centre 2339 Ogilvie Road, 2nd Floor Gloucester, Ontario K1J 8M6 Contact : Susan Tolton (741-6025)	On their own initiative, set up and advertised a one day clinic to help clients complete their forms. Produced their own flyers and provided bus tickets for adult students in their ESL program to get to the centre. Communications officer provided half-day information session to review questionnaire. Used multilingual brochure (50); single lang. fact sheets; blotter (10); tent cards (4); bookmarks (100); 2 posters each of <i>Questions?</i> , Vietnamese, Chinese, national and no word; single language fact sheets. Initial contact by Communications Officer.
Carlington Community and Health Services 900 Merivale Road Ottawa, Ontario K1Z 5Z8 Michael Birmingham, Director (722-4000)	Used multilingual brochure (50); single language fact sheets; member of LINC program. Initial contact by Communications Officer.
Somerset West Community Health Centre 55 Eccles Street Ottawa, Ontario K1R 3S6 Jack McCarthy, Director (238-8210)	Used posters (20); coasters (100); bookmarks (200); member of LINC program. Initial contact by Communications Officer.
Centretown Community Health Centre 340 MacLaren Street Ottawa, Ontario K2P 0M6 Cathy Colette, Acting Director (563-4771)	Used posters (10); multilingual brochures (50); coasters (100). Also set up a one day "Census Clinic" to assist seniors in completing their forms. Initial contact by Communications Officer.
Overbrook-Forbes Community Services Association 7-1155 Lola Street Ottawa, Ontario K1K 4C1 Simone Thibeault, Executive Director (745-0073)	Used poster and single language fact sheets. Initial contact by Communications Officer.
South East Ottawa Centre for a Healthy Community 1480 Heron Road Ottawa, Ontario K1V 6A5 (737-5115) Kathryn Andrews-Clay (ext. 339) re: materials Co-ordinator of Volunteer Services David Hole (ext. 414) - Executive Director	Provided contact with Somali Centre for Family Services regarding Help Centre Ottawa South. Used 12 posters, 100 multilingual brochures; article in Spring issue of quarterly newsletter <i>Between Us / Entre Nous</i> (Circ. 1,000). Initial contact by Communications Officer.
6.2 Settlement Agencies	
Ottawa-Carleton Immigrant Services 959 Wellington Street Ottawa, Ontario K1Y 4W1 Contact: Ms. Moy Tam	Multilingual brochures (150); single language fact sheets (75); posters (5 each of Barb Woods & House); calendars (5); bookmarks (150); coasters (20); inserts (6); ABE Kits (2); distributed 30 information kits to service providers. Fisher Park & Pinecrest Public School (multicultural liaison officer) ordered 50 multicultural brochures to be distributed to parents. Initial contact by Communications Officer.

ORGANIZATION NAME	1996 CENSUS ACTIVITIES /COMMENTS
Lebanese & Arab Social Services Agency of Ottawa-Carleton 1-117 Mann Avenue Ottawa, Ontario K1N 5A4 Mr. Fred Awada, Executive Director 565-6666	Distributed multilingual brochures (500) to clients; article in newsletter (500); contact for two Arab publications: <i>L'Orient</i> and <i>The Palestinian</i> . Initial contact by Communications Officer.
Catholic Immigration Centre 219 Argyle Avenue Ottawa, Ontario K2P 2H4 Contact: Sharon Kan	Presentation in December to meeting of regional (eastern Ontario) settlement agencies, members of OCASI (Ontario Council of Agencies Serving Immigrants). Article in March issue of monthly volunteer newsletter <i>CIC Bulletin</i> (circ. 4,000); Multilingual brochure (300); unilingual brochures (250); posters (25 each of: Vietnamese, Chinese, Barb Woods, House; teachers kit (25); bookmarks (100); <i>Canada at a Glance</i> (40); will assist in helping clients fill out questionnaires. STC (Census Communications) provided information session with volunteer co-ordinators to review questionnaire. This is the only local agency which serves government-sponsored refugees. Initial contact by Communications Officer.
Ottawa-Chinese Community Centre 391 Bank Street, 2nd Floor Ottawa, Ontario K2P 1Y3 Rupert Yeung, Director	Article in Chinese monthly community paper (5,500); 3 consecutive articles in agency's monthly newsletter (500); 5 posters; multilingual brochures (5); diskette version of logo. Permitted the taping (for media stock-shots) of ESL class using Census Teacher's Kit. Initial contact by Communications Officer.
6.3 Community Houses	
Debra Dynes Family House 85-955 Debra Avenue Ottawa, Ontario K2C 0J5 Contact: Deborah Maisonneuve, Co-Ordinator (224-3824)	Used posters (22); tent cards (10); bookmarks (100); klings (2); coasters; inserts (300); multilingual brochures (200); single language fact sheets, operational fact sheets, "No Word" poster). Initial contact by Communications Officer.
Confederation Court Community House 2483-A Walkley Road Ottawa, Ontario K1G 3H2 Teresa Jauvin (521-6807)	Display or distribute: posters (3); bookmarks (20); coasters (20); multilingual brochures (10); single language fact sheets; one Teacher's kit. Initial contact by Communications Officer.
Foster Farm Family House 334-1085 Ramsey Crescent Ottawa, Ontario K2B 7Z9 Bonnie Hunter, Coordinator (596-4866)	Two each of posters, calendars and tent cards; 50 multilingual brochures; 2 each of Arabic, Somali, Spanish, English and French Operational Brochures; 3 "No Word" posters. Initial contact by Communications Officer.
Lowertown Good Neighbours Community House 145 Beausoleil Drive Ottawa, Ontario K1N BW3 Guillaume Racine, Coordinator 562-2925	Posters (7); calendars (10); bookmarks (20). Initial contact by Communications Officer.
Caldwell Family Centre 22-1100 Medford Street Ottawa, Ontario K1Z 8L5 Lynn Brophy (724-6052)	(Literacy Program, Drop-In, Food Bank) Used posters (National, Vietnamese & "No-Word"), tent cards (5), bookmarks (100), ABE kits (3) and Teacher's kits, multilingual brochures (100). Initial contact by Communications Officer.
6.4 Ethnic Groups - Various	
Language Instruction for Newcomers to Canada (LINC)	Community-based language training programs funded through Citizenship & Immigration Canada. Presentation at monthly meeting (Jan. 30; distributed teachers kits to 21 community organizations in attendance. <i>Newcomers Resource Directory</i> obtained from Citizenship & Immigration and copies distributed to each regional office of STC. Initial contact by Communications Officer.
Dalhousie Community Centre Somerset Street	Chinese posters (2), multilingual brochures (50). Contact made through STC employee.

ORGANIZATION NAME	1996 CENSUS ACTIVITIES /COMMENTS
Somali Centre for Family Services 1719 Bank Street, Suite 303 K1V 7Z4 Contact: Abdirahman Hashi	Posters (3); tent cards (20; pins (10); multilingual brochures (1000); provided consultation regarding Somali community and Help Centre (location, etc); provided candidates for Help Centre staff (three were subsequently hired). Initial contact by Communications Officer.
L'Orient Raymond Sader Editor 526-3661	Arab publication (English, French & Arabic), (circ: 1,200); full page article in April issue. Initial contact by Communications Officer - contact provided by Lebanese & Arab Social Services Agency of Ottawa-Carleton .
The Palestinian Mr. A. Murad Editor 658 Walkley Road Ottawa, Ontario K1V 6R9	Monthly national Arab publication; circ: 2,500 Full colour front cover, editorial and ½ page article in April issue. Pub had already been targeted to receive paid advertisement - this helped participation. Initial contact by Communications Officer - contact provided by Lebanese & Arab Social Services Agency of Ottawa-Carleton .
7. SPECIAL GROUPS - LITERACY / ETHNIC	
Ottawa-Carleton Coalition for Literacy 310-396 Cooper Street Ottawa, Ontario K2P 2H7 Mary Wiggan, Director (233-3232)	Article in February issue of monthly newsletter (circ: 80 organizations); promoted census at annual conference of regional literacy groups - used 350 copies of ABE flyer; 2 tent cards; 2 posters. Conference had approx. 130 attendees and proved to be a very useful means of communicating the Census to area literacy groups. OCCL covers 15 major organizations, 3,300 students at 21 sites. Initial contact by Communications Officer.
St. Nicholas Adult High School (Carleton Roman Catholic School Board)	See SCHOOL BOARDS
Carleton Board of Education Career / Continuing Education	See SCHOOL BOARDS
ESL Reception Centre (Carleton Board of Education)	See SCHOOL BOARDS
Continuing Education Centre (Ottawa Board of Education)	See SCHOOL BOARDS
The Learning Centre (Ottawa Board of Education)	See SCHOOL BOARDS
People, Words & Change 66 Muriel Street, Suite A-400 Ottawa, Ontario K1S 4E1 Contact: Ms. Hopi Roy (234-2494)	Used 5 ABE kits; 1 Teacher's kit. Initial contact by Communications Officer.
Malkam Consultants 1673 Carling Avenue, Suite 201 Ottawa, Ontario K2A 1C4 Contact: Anne Senior	Private sector second language training organization. Posters - national 17x22 (4); each of Chinese, Vietnamese & No Word; tent cards (2); bookmarks (100); multilingual brochure (100); single language fact sheets; attended LINC meeting. Initial contact by Communications Officer.
Prescott-Russell Reading Program Box 850 Vankleek Hill, Ontario K0B 1R0 Doreen Brannen (613-678-2687)	ABE Kits (6 English, 1 French) and 10 posters 145 students, 5 campuses. Initial contact by Communications Officer.
La magie des lettres Madame Claire Habel-Allard 297, rue Dupuis Vanier (Ontario) K1L 7H8	70 ABE Kits (French). Initial contact by Communications Officer.
8. SPECIAL GROUPS - SENIORS	

ORGANIZATION NAME	1996 CENSUS ACTIVITIES /COMMENTS
Centre de jour Guigues Ms. Andrée Fauteux 75, rue Bruyère Ottawa (Ontario) K1N 5C7	Article and logo in newsletter, 4 posters at centre, 150 bookmarks, 20 copies of large print fact sheet distributed to clients. Initial contact by Communications Officer.
Abbotsford Seniors' Outreach Services Ms. Elizabeth MacIver 954 Bank Street Ottawa, Ontario K1S 5G6	8 posters, 25 calendars, 200 bookmarks, 25 Klings, 100 coasters. 300 active members plus families. Initial contact by Communications Officer
Senior Citizens Council of Ottawa-Carleton Ms. Kathleen Gottfried 508-294 Albert Street Ottawa, Ontario K1S 5J6	Holds monthly education meetings (35-40 people). Used 2 calendars, 450 bookmarks at counter, 2 klings, 50 coasters; article & logo in April issue of monthly community newsletter <i>Sentinel</i> to 400 individuals & 67 clubs. Initial contact by Communications Officer.
Rideau Seniors Advisory and Referral Society Mr. Douglas Doran-Veevers President P.O. Box 1218 Manotick, Ontario K4M 1B1	Article in March issue (circ. 750 addresses) / received copy of newsletter. Initial contact by Communications Officer.
Manoir Gallien Ms. Judy Button 157 Clarence Street Ottawa, Ontario K1N 5P7	Seniors residence - 46 units, 50 residents; 8 posters in elevators. Requested materials through Collectives enumerators.
Nepean Seniors' Home Support Ms. Joan Roscoe 3865 Richmond Road Nepean, Ontario K2H 5C1	Monthly luncheon meetings; 100 coasters at luncheon meeting (60-75 hits), 300 large print fact sheets with Meals on Wheels program; 200 <i>Canada at a Glance</i> , 400 bookmarks, 3 posters. Newsletter article (circ. 3,000 to families & some organizations) Initial contact by Communications Officer.
Ottawa West Community Support 1137 Wellington Street Ottawa, Ontario K1Y 2Y8 Contact: Marlene Scotte 728-6016	Small posters (5), large print fact sheets (50); multilingual brochures(10), 1 ABE kit each in English & French. Initial contact by Communications Officer.
Township of Osgoode Home Support Ms. Carol Halstead P.O. Box 104 Metcalfe, Ontario K0A 2P0	Approx. 500 seniors -- liases with 5 senior's clubs; used posters (12); large print fact sheet; discussed census at meetings with associated groups and showed large print questions and regular questionnaire; calendars (2); article in April newsletter to 140 volunteers. Initial contact by Communications Officer.
Good Companions Ms. Carol Jarvis, Program Director 670 Albert Street Ottawa, Ontario K1R 6L2	Covers Centretown area. Seniors Centre will use 3 posters and 25 tent cards. Initial contact by Communications Officer.
Cumberland Township Home Support Program Ms. Karen Macdonald 1200 Colonial Road Navan, Ontario K4B 1J5	45 klings and 2 presentations (English / French) 125 people total. Distributed large print fact sheet. Initial contact by Communications Officer.
The Old Forge Community Resource Centre Ms. Barbara Lajeunesse 2730 Carling Avenue Ottawa, Ontario K2B 7J1	1300 staff, volunteers and clients; operate income tax clinic; luncheons, transportation - mostly Anglophone service. 100 <i>Seniors Count!</i> article distributed at luncheon; 100 coasters; 2 posters & large print questions at centre for reference. Initial contact by Communications Officer.

ORGANIZATION NAME	1996 CENSUS ACTIVITIES /COMMENTS	
Township of Rideau Senior Citizens' Service Centre Ms. Gertrude Sherman P.O. Box 423 Manotick, Ontario K4M 1A4	Has dealings with 3 clubs in the township, 200 clients. Used 1 copy large print questions, multilingual brochures, 100 large print fact sheets . Initial contact by Communications Officer.	
The King's Daughter Dinner Wagon Ms. Janet Schneider, Executive Director 790 Bronson Avenue Ottawa, Ontario K1S 4G4	Excellent means of reaching shut-ins. Will distribute about 500 large print fact sheet to clients with meals. Initial contact by Communications Officer.	
Nepean Seniors' Recreation Centres Ms. Inga Siple, Programmer 101 Centrepointhe Drive Nepean, Ontario K2G 5K7	Used large print fact sheets, 2 posters, 4 tent cards. Initial contact by Communications Officer.	
Federal Superannuates -- Ottawa section	Reached through national associations.	
The Corporation of Glengarry Outreach Services Ms. Rosemary Cameron P.O. Box 220 18 Victoria Street Lancaster, Ontario K0C 1N0	1 repro sheet, 3 posters, 3 calendars, 100 tent cards, 100 bookmarks, 4 Klings, 100 coasters, presentation by STC Staff (Advisory Services - Joann Morton) Mention of meeting in R. Cameron's column in local newspaper. Initial contact by Communications Officer.	
9. SPECIAL GROUPS - YOUTH		
Youth Services Bureau Ms. Ruth Dulmage 1338 ½ Wellington Street Ottawa, Ontario K1Y 3B7	2 apartment complexes for youth. Displayed posters in apartments, passed info to other employees, bookmarks and calendars for tenants; discussed census at two apartment meetings; article in tenant newsletter. Initial contact by Communications Officer.	
Carleton University Student's Association Carleton University 1125 Colonel By Drive Ottawa, Ontario K1S 1C4 Mr. Peter Nogalo, V.P. External Affairs	100 posters on campus bulletin boards; 50 tent cards for stores and information counters; 500 bookmarks, 12 Klings; 20,000 coasters for campus bars . Initial contact by Communications Officer.	
University of Ottawa Student Federation Inc. Ms. Carole Bruyère, V.P. Internal Affairs 85 University Private, #07 Ottawa, Ontario K1N 6N5	Presentation to Student Association Board of Admin. meeting; 145 posters, 5 calendars, 10 tent cards, 50 bookmarks; 30,000 coasters for campus bar. Initial contact by Communications Officer.	
Rideau River Residence Association Carleton University Ms. Tess van Straaten, Vice-President P.O. Box 1 1233 Colonel By Drive Ottawa, Ontario K1S 5B7	10 posters, 40 bookmarks, 2 klings, 1000 coasters. Initial contact by Communications Officer.	Both organizations reach the same groups of students - contact only housing dept. in 2001.
Department of Housing and Food Services, Carleton University Mr. Anthony Asterié Assistant Programmer 1125 Colonel By Drive Ottawa, Ontario K1S 5B6	Presentation to Senior Residents (will pass info. to floor monitors); 50 posters, 100 klings, 1700 bookmarks. Initial contact by Communications Officer.	

ORGANIZATION NAME	1996 CENSUS ACTIVITIES /COMMENTS
Algonquin College Student Association Ms. Tamara Walsh, Coordinator of Marketing 1385 Woodroffe Avenue, Room C151 Nepean, Ontario K2G 1V8	2 presentations to class senators at Rideau and Woodroffe campuses; 325 posters, 200 bookmarks, 1000 coasters. Initial contact by Communications Officer.
Association étudiante de la Cité Collégiale Madame Lucie Schryer Représentante des communications Association étudiante La Cité Collégiale 801, promenade de l'Aviation Ottawa (Ontario) K1K 4R3	24 encartes, 100 signets, 100 autocollants, 100 sous-verre. Initial contact by Communications Officer.
St. Lawrence College Mr. Mike Doiron, Executive Vice President Students Administrative Council 2288 Parkdale Avenue Brockville, Ontario K6V 5X3	25 posters, 40 coasters. Initial contact by Communications Officer.

10. SPECIAL GROUPS - PERSONS WITH DISABILITIES

Disabled Person's Community Resources Ms. Johanne Guitard Disabled Person's Community Resources 1525 Carling Avenue, Lower Level Ottawa, Ontario K1Z 8R9	STC speaker at a service providers committee meeting, mailout of information kits to members prior to meeting - 12 service providers on committee. Initial contact by Communications Officer.
Capital Regional Centre for the Hearing Impaired 310 Elmgrove Avenue Ottawa, Ontario K1Z 6V1 Contact: Gwynn Kettle	Teachers Kit (1); ABE Kit (3); National poster (2); tent cards(3). Initial contact by Communications Officer.

11. ASSOCIATIONS

Canadian Association of Broadcasters Box 627-, Station B Ottawa, Ontario K1P 5S2 Contact: Jerry Walker 233-4035	Census Message in the <i>1996 Book of Special Days</i> , distributed to broadcasters (circ: 150). Initial contact by Communications Officer.
YMCA / YWCA of Ottawa-Carleton 180 Argyle Avenue Ottawa, Ontario K2P 1B7 Contact: Maryan Aylward, Marketing & Communications	Tent cards (7); posters 17x22 (7); bookmarks (100). Initial contact by Communications Officer.
The Royal College of Physicians and Surgeons of Canada 774 Echo Drive Ottawa, Ontario K1S 5N8	Small poster (1); 10 bookmarks; 50 coasters; wanted to put message on e-mail (Internet) - would be interested in Internet message in 2001. Contacted Census Communications directly to request materials.
Alliance culturelle de l'Ontario M. Pierre Pelletier, Président 282, rue Dupuis Bureau 203 Vanier (Ontario) K1L 7H9	Ils ont affiché les calendriers. Ils sont trop petits. Ce sera tout. Initial contact by Communications Officer.
Association française des conseils scolaires de l'Ontario Mme Jocelyne Ladouceur 435, boul. St-Laurent, Pièce 211 Ottawa (Ontario) K1K 2Z8	1 article qui paraîtra fin mars dans <i>Info Scolaire</i> . (Circ. 300). Initial contact by Communications Officer.

ORGANIZATION NAME	1996 CENSUS ACTIVITIES /COMMENTS
Fédération des aînés francophones de l'Ontario Madame Anne-Marie Boutin 1173, chemin Cyrville, Bureau 312 Gloucester (Ontario) K1J 7S6	125 inserts. Initial contact by Communications Officer.
Union culturelle des Franco-Ontariennes Mme Doris Thibodeau, Présidente 435, boul. St-Laurent, Bureau 212 Ottawa (Ontario) K1K 2Z8	Logo in newsletter. Initial contact by Communications Officer.
Assemblée des centres culturels de l'Ontario Mme Jacqueline Lalonde 235, chemin Montréal Vanier (Ontario) K1L 6C7 744-3711	Provided list of 24 member groups. Initial contact by Communications Officer.
Les Trois P'Tits Points... Mme Maryse Llachance, Directrice générale 202, rue Principale sud C.P. 945 Alexandria (Ontario) K0C 1A0	Mailed 100 inserts; 10 posters 17 x 22, 15 bookmarks, 2 tent cards. Initial contact by Communications Officer.
Centre Culturel d'Orléans Mme Carole Lanoue, Directrice générale 6600, rue Carrière Orléans (Ontario) K1C 1J4	1 poster 8 1/2 x 11, 2 tent cards, 100 bookmarks. Initial contact by Communications Officer.
Lanark County Distress & Community Information Line Ms. Debbie Bonselaar, Administrative Assistant Box 131 Perth, Ontario K7H 3E3	Two posters 17 x 22 .Initial contact by Communications Officer.

12. MEMBERS OF PARLIAMENT

Les 5 députés fédéraux de la région ont été contactés afin de leur offrir des informations sur le recensement ainsi que du matériel de promotion suite à une lettre envoyée par le bureau de Toronto. 3 bureaux ont reçu du matériel d'information et de promotion: 2 trousseaux d'information destinées aux députés, 28 affiches, 300 signets, 10 sous-verres, 7 cartes pliantes.

Remarque: Le Ministre a préféré ne pas envoyer de lettre à tous les députés fédéraux du Canada expliquant la venue de recensement en raison de la question de l'embauche. La lettre et la trousse d'info proposées n'ont donc pas été envoyées.

Recommandation: Il est recommandé d'envoyer une lettre et une trousse d'information à tous les députés de la Chambre de communes au prochain recensement car nous avons reçu un nombre important d'appels de renseignements de la part de députés.

Requests from members of parliament for materials

Rosemary Ur, M.P. Room 449, Confederation Building Contact: Jeff Kean	Teachers kit; 100 bookmarks
Dennis Mills, M.P. Room 261, West Block Contact: Pivaldo Latoche	Teachers Kit (1); ABE Kits (3)

13. MEMBERS OF PROVINCIAL PARLIAMENT

Les 15 députés provinciaux de la région ont été contactés afin de leur offrir des informations sur le recensement et du matériel de promotion suite à une lettre envoyée par le bureau de Toronto. 11 bureaux ont reçu du matériel d'information et de promotion: 8 affiches, 620 signets, 115 sous-verres, 11 cartes pliantes, 14 trousseaux d'information destinées aux députés.

14. OTHER

ORGANIZATION NAME	1996 CENSUS ACTIVITIES /COMMENTS
Comments These groups were contacted by a Communications Officer close to Census Day as time and resources became available.	
West End Family Cinema Ms. Anne Patry - Stats Can (J-T)	Distributed 300 bookmarks, 200 posters and 200 placemats (300-400 kids and adults attend every showing)
Ottawa-Carleton Board of Trade Ms. Kim Kelly Ottawa-Carleton Board of Trade 1710-350 Albert Street Ottawa, Ontario K1G 3H9	Message in <i>Good News Network</i> (early May) -- in <i>Ottawa Citizen</i> business section and on Internet ; fact sheet included in mail-out to 1400 members. Initial contact by Communications Officer.
National Capital Marathon Ottawa, Ontario	Banner at event (May 12); Gave away six T-shirts; table at Sports Active Expo (6-10,000 people at Sports Active Expo) .Initial contact by Communications Officer. Recommendation: Contact through Regional Municipality in March or April.
Super Cities Walk for Multiple Sclerosis Mr. Graham Thompson Multiple Sclerosis Society, Ottawa-Carleton Chapter 945 Wellington Street, Suite 100 Ottawa, Ontario K1Y 2X5	Banner at event (April 28); 12 census mugs as spot prizes. Initial contact by Communications Officer.
Tour de Quickie	Called on April 23 -- site plan finalized and no room for us; call in February or March.

15. ORGANIZATIONS REFERRED

Coles Bookstores / WH Smith Books (CHAPTERS)	
Prospero Books	All of these companies have offices in the Ottawa region but their Head Offices are in Toronto.
Consumers Gas	
Balderson Cheese	
Beatrice Foods Inc	
Astro Dairy Products	
Becker Milk Company	

16. ORGANIZATIONS THAT DID NOT PARTICIPATE IN THE 1996 CENSUS COMMUNICATIONS PROGRAM

Corel Incorporated	Contacted to request banner on Queensway side of Building - request declined - no other participation requested or offered. Contacted by Communications Officer
Gandalf Technologies 274-6500	1,366 employees; 12 location in Canada Letter from Benoit Laroche.
Mitel Corporation (Contact: Kate Wild Public relations Co-Ordinator)	3,606 employees (worldwide); contact in 2001. Letter from Benoit Laroche.
Newbridge Networks Corporation	2,000 employees. Letter from Benoit Laroche.
Ottawa Senators Hockey Club (Contact: Marie Olney (721-4367))	Declined participation due to timing of team's schedule and STC official campaign schedule; 85 Employees. Recommendations: Worth contacting in 2001 - will depend on whether the team is in the playoffs or not. Letter from Benoit Laroche.

SHL Systemhouse	SHL unable to track down letter - could not provide appropriate contact. Employee 800; Offices: Vancouver, Quebec, Regina, Edmonton, Calgary, Winnipeg, Halifax, Montreal, Toronto. Letter from Benoit Laroche.
CHEO Foundation	Did not participate. Were supposed to put articles in <i>Teddy Bear Times</i> (donors) and Foundation Voice (employees and families); unable to confirm activities because contact person did not respond to repeated calls and messages. No articles appeared. Letter from Benoit Laroche.
Cornwall General Hospital	492 Employees; letter sent; follow-up call made; faxed copy of letter from Benoit Laroche several times. Letter from Benoit Laroche.
Ottawa Carleton Regional Health Unit	File closed - part of RMOC; 676 Employees. Letter from Benoit Laroche.
Royal Ottawa Health Care Group (Contact: Ms. Jean Crookshank 722-6521 ext. 6767)	Were to do article but no space; 1,350 employees. Letter from Benoit Laroche.
Lanark County BOE (Perth, Ontario)	Followed up letter from B. Laroche several times, but no response. Letter from Benoit Laroche
City of Cornwall	Mayor did not want to participate because he disapproved of federal government spending priorities - reluctantly passed request to an economic development officer. After initial negotiation, did not return calls. Letter from Benoit Laroche
Nepean Community Resource Centre	Received information kit. Initial contact by Communications Officer.
Corporation of the Town of Almonte	Letter from Benoit Laroche.
Corporation of the Town of Vankleek Hill	Letter from Benoit Laroche.
Cumberland Township Community Resource Centre	Received information kit. Initial contact by Communications Officer.
Sandy Hill Community Health Centre	Received information kit; member of LINC program. Initial contact by Communications Officer.
Lowertown Resource Centre	Received information kit. Initial contact by Communications Officer.
Vanier Community Service Centre	Received 5 information kits. Initial contact by Communications Officer.
City Living 11 Holland Avenue, Suite 300 Ottawa, Ontario K1Y 4T2	Initially agreed to send a notice of the census to residents of their buildings (6,000 repeated contacts did not result in participation. Try again in 2001. Funded through Province. Initial contact by Communications Officer.
La Fédération canadienne pour l'alphabétisation en français Mme. Suzanne Jenson Pièce 205 235, chemin Montréal Vanier (Ontario) K1L 6C7	Contact in 2001 with national associations. Initial contact by Communications Officer.
Jewish Family Services	Presentation in October, several follow-up calls - no materials ordered. Initial contact by Communications Officer.
The Council on Aging Ms. Christine Dawson 256 King Edward Avenue, Suite 300 Ottawa, Ontario K1N 7M1	250 volunteers, senior-serving agencies, municipal recreational facilities. Sent five information kits and followed up with calls but no contact was made. Initial contact by Communications Officer.

Service d'entraide communautaire pour les aîné(e)s francophones d'Ottawa et de Vanier Monsieur Pierre Périard 75, rue Bruyère, 2e étage Ottawa (Ontario) K1N 5C7	Contacted too close to Census Day - 1000 clients - Good contact for reaching Francophone community. Initial contact by Communications Officer.
CRAR, U of O Residence Association	Contact stopped responding to messages; Initial contact by Communications Officer.
Association étudiante de l'Université Saint-Paul	Aucune réponse à la trousse; incapable de rejoindre quelqu'un au téléphone; pas de répondeur. Initial contact by Communications Officer.
Tour de Quickie	Called on April 23 -- site plan finalized and no room for us ; call in February or March, 2001.
City of Ottawa Disabled Citizens Advisory Committee	They have public meetings on occasion but attendance is extremely low.
Centre franco-ontarien de ressources pédagogiques Mme Bernadette Larochelle, Directrice générale 290, rue Dupuis Vanier (Ontario) K1L 1A2	Initial contact by Communications Officer. Francophone associations referred to Head Office by Northern Ontario Communications Officer. Each were sent a letter, information kit and at least one follow-up call.
Fédération des associations de parents francophones de l'Ontario Madame Francesca Piredda, Présidente 1173, chemin Cyrville, Pièce 302 Gloucester (Ontario) K1J 7S6	Contact in 2001 depending on time and resources.
Fédération des élèves du secondaire franco-ontarien M. Sébastien Clément, Président 2360, promenade Virginia Ottawa (Ontario) K1H 6S2	
Chambre économique de l'Ontario Mme Linda Savard-Rathwell, Présidente 1173, chemin Cyrville, Bureau 314B Gloucester (Ontario) K1J 7S6	
Regroupement des gens d'affaires Mme Denise St-Jean, directrice générale 2-122, rue Clarence Ottawa (Ontario) K1N 5P6	
Action-Logement Mme Rosine Kaley, Directrice 240, chemin Montréal Vanier (Ontario) K1L 6C6	
Fédération des Caisses Populaires de l'Ontario, Inc. M. Benoît Martin, Président 450, rue Rideau, 3e étage Ottawa (Ontario) K1N 5Z4	
Centre Culturel du conseil de vie française Mme Francine Brisebois, Directrice générale 1150, chemin Montréal Cornwall (Ontario) K6H 1E2	

<p>Centre Culturel Le Chenail M. Yanik Villeneuve Coordonnateur à la programmation 571, rue Principale est C.P. 550 Hawkesbury (Ontario) K6A 2Y2</p>	
<p>Centre Culturel l'Hélicon Mme Marguerite Bériault, Directrice générale C.P. 397 Embrun (Ontario) K0A 1W0</p>	
<p>Centre Franc-Ouest M. Marc Proulx, Directeur général 2675, rue Draper Ottawa (Ontario) K2H 7A1</p>	
<p>Le Patro M. Fernand Lacombe, Directeur général 40, rue Cobourg Ottawa (Ontario) K1N 8Z6</p>	
<p>Centre Culturel La Sainte-Famille Mme Nicole Beauchamp, Coordonnatrice 687, rue Laurier Rockland (Ontario) K4K 1E6</p>	
<p>Info-action Madame Odette Bourdon Casier postal 338 Casselman (Ontario) K0A 1M0</p>	
<p>Ottawa Tourism and Convention Authority Mr. Ken Lambert, President 130 Albert Street, Suite 1800 Ottawa, Ontario K1P 5G4</p>	<p>Initial contact by Communications Officer.</p>
<p>Ottawa Construction Association Mr. S.D. Sulphur, President 196 Bronson Avenue Ottawa, Ontario K1R 6H4</p>	<p>Initial contact by Communications Officer.</p>
<p>Carleton Place Business Improvement Association Ms. Nancy Johnston, Manager 175 Budge Street Carleton Place, Ontario K7C 2V8</p>	<p>Initial contact by Communications Officer.</p>

MUNICIPALITIES (Villages & Townships) THAT DID NOT PARTICIPATE IN THE 1996 CENSUS

Village of Lancaster	Sherbrooke	Township of Cumberland	Township of Augusta
Township of Pakenham	Township of Cornwall	Village of Chesterville	Village of Merrickville
Township of Bathurst	Township of Rear of Leeds and Lansdowne	Township of Roxborough	Township of Front of Yonge
Township of Goulbourn	Township of Oxford-on-Rideau	Township of South Sherbrooke	Township of West Hawkesbury
Township of Beckwith	Village of Lanark	Township of Finch	Township of Front of Escott
Village of Plantagenet	Township of Alfred	Village of Cardinal	United Counties of Leeds and Grenville
Township of Matilda	Township of Winchester	Township of Ramsay	County of Lanark
Township of Lanark	Village of Maxville	Township of North Elmsley	Township of South Plantagenet
Township of Lavant, Dathousie and North	Township of Drummond	Township of Bastard and South Burgess	Village of Iroquois
Village of Winchester	Village of Newboro	Township of Lancaster	Village of Alfred
Township of South Elmsley	Township of Caledonia	Township of South Crosby	United counties of Stormont, Dundas and Glengarry
Village of Finch	Township of RussellTownship of North Crosby	Township of Rideau	Township of Edwardsburgh
Township of Kitley	Township of Cambridge	Village of Westport	Township of Wolford Township
Village of St. Isidore	Township of Kenyon	Township of North Burgess	of North Plantagenet Township
Township of East Hawkesbury	Township of Longueuil	Village of Morrisburg	of Elizabethtown
Village of Casselman	Township of Darling	Village of Rockcliffe Park	United Counties of Prescott and Russell
Township of Charlottenburgh		Township of Mountain	
Township of Lochie			

Regional Municipality of Ottawa-Carleton
Ottawa-Carleton Centre, Cartier Square
111 Lisgar Street, Ottawa, Ontario K2P 2L7

Office of the Chair
Tel. (613) 560-2068
Fax (613) 560-6010



Municipalité régionale d'Ottawa-Carleton
Centre Ottawa-Carleton, Place Cartier
111, rue Lisgar, Ottawa (Ontario) K2P 2L7

Cabinet du Président
Tél. (613) 560-2068
Télécopieur (613) 560-6010

Peter Clark

Census Day

May 14, 1996

WHEREAS, the Census of Population and the Census of Agriculture are held every five years and provide the Regional Municipality of Ottawa-Carleton with valuable information on social and economic issues that affect every one of us; and

WHEREAS, it is vital that all households in our region participate in the census so that government, business, industry, academia, farm operators, entrepreneurs, social organizations, media and others have the accurate census information they need for future decision making.

THEREFORE, I, Peter Clark, Chair of the Regional Municipality of Ottawa-Carleton, do hereby proclaim **Tuesday May 14, 1996**, as Census Day, and urge all residents to complete their census forms so that accurate and complete data will be available to support programs and services that benefit us all.

Sincerely,

Peter Clark
Regional Chair





Peter Clark

Jour du recensement

Le 14 mai 1996

ATTENDU QUE le Recensement de la population et le Recensement de l'agriculture, qui ont lieu tous les cinq ans, fournissent à la Municipalité régionale d'Ottawa-Carleton des renseignements d'une grande valeur sur des questions d'ordre social et économique qui nous concernent tous.

ATTENDU QUE la participation de tous les ménages de notre région au recensement est essentielle afin d'assurer que les administrations publiques, les entreprises, le secteur industriel, le milieu scolaire, les exploitants agricoles, les entrepreneurs, les organismes sociaux, les médias et autres puissent avoir les données précises dont ils ont besoin pour prendre de bonnes décisions.

PAR CONSÉQUENT, je, Peter Clark, président de la Municipalité régionale d'Ottawa-Carleton, proclame par la présente le **mardi 14 mai 1996** le Jour du recensement, et j'encourage tous les résidents à remplir le questionnaire du recensement de sorte que des données précises et complètes soient accessibles pour soutenir des programmes et des services sociaux qui profitent à tous.

Peter Clark,
président régional





Gloucester at its best!

1400 BLAIR PLACE, P.O. BOX 8333, GLOUCESTER, ONTARIO K1G 3V5 (613) 748-4100

The City Pages

Dates to Remember

- May 6 to 11
Art Works for Kids Exhibit - Gloucester Municipal Art Gallery, 9:00 to 4:00 p.m. daily
- May 8
Art Works for Kids reception at 7:00 p.m.
- May 9
Mayor's Hotline (English) - Channel 22 at 7:00 p.m.
- May 14
Census Day
- May 14
Luncheon for the Arts - Pine View Municipal Golf Course, Call 748-4378 for tickets

Art Works for Kids Exhibit

Gloucester Municipal Art Gallery, City Hall, 1400 Blair Place, May 6 to 11, 9:00 a.m. to 4:00 p.m. daily and 10:00 a.m. to 4:00 p.m. on Saturday. Join us for our reception on Wednesday.

CENSUS • 1996 • RECENSEMENT

MAY 14

Count Yourself In!



LE 14 MAI

Soyez du nombre!

CENSUS • 1996

May 14 is Census Day.
Count yourself in!

Every resident of Gloucester will receive a Census questionnaire in May. On May 14, fill it in and mail it using the bright yellow envelope that comes with your questionnaire.

The Census provides important information to support many programs and services in our community.

Census Help Line from May 9 to May 17: 1 800 670-3388.

Lawn Damage Crews at work

Winter maintenance activities may have caused sod damage along city streets. Help is on the way.

The repair crews armed with top soil and seed are being assigned to different areas of the city, so that work is evenly throughout the homeowners.



CITY OF

GLOUCESTER

BUILD SAFE - BUILD SMART

PLANNING A HOME IMPROVEMENT PROJECT?

WHY NOT GET A CERTIFIED INSPECTOR AND A BUILDING PERMIT ALL AT ONCE!?

PROVINCIAL LEGISLATION DOES REQUIRE THAT A PERMIT BE OBTAINED FOR MOST HOME IMPROVEMENTS.

CONTACT THE BUILDING DIVISION AT 748-4167

BUILDING SAFE IS BUILDING SMART!



Upcoming events at the Library

REGISTRATION FOR ALL STORY PROGRAMS
All Branches - Monday, May 6 in
Phone registration starts
Schedules available

NICOLE JODOIN
Mayor's Office / Bureau du maire
Chief of Staff / Chef de cabinet

1400, place Blair Place
P.O. Box / C.P. 8333
Gloucester, Ontario K1G 3V5
Office: (613) 748-4268 / 748-4115
Fax: (613) 748-0235

The Corporation of the City of Gloucester - La ville de Gloucester



745-7011



The News/Now GLOUCESTER

une City of Gloucester at Economic Development Department, 2nd Floor City Hall, 748-4194.

located at St. Joseph Blvd. (R.B. Barn & Country Style Donuts).

Council passed a resolution expressing support of the R.M.O.C. resolution expressing strong opposition to the governments intention to divert locally set and raised prop-

- values for provincial purposes.
- Council approved the Development Department's report regarding legal non-conforming status for Ontario Land Corporation - Farmer's Way.
- Council approved the purchase of new radio equipment for the Fire Department to meet the communication needs of the department.

Friends of the Gloucester Public Library Community and Book Sale

Orleans - Saturday, May 11, from 9:30 to 5:00. No registration. Just buy books!

TIME MANAGEMENT SEMINAR. With Debra Brown. Gloucester - Tuesday, May 14, at 7:00 pm. Phone: 824-6926.

ESTATE PLANNING. An interactive seminar designed to help people of course to estate planning, with Gary Stearns of the Sun Life Group of

Orleans - Thursday, May 16 at 7:00 pm. Phone: 824-1962.

HOME DECORATING: DESIGN BASICS. With Herta Taylor of Interior Orleans - Thursday, May 16, at 7:00 pm. Phone: 824-1962.



Gloucester at its best!

1400 BLAIR PLACE, P.O. BOX 8333, GLOUCESTER, ONTARIO K1G 3V5 (613) 748-4100

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May 14
- Census Day
May 14
- Luncheon for the Arts - Pine View Municipal Golf Course, Call 749-4979 for tickets.

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CENSUS • 1996 • RECENSEMENT

MAY 14

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LE 14 MAI

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Lawn Damage Crews at work

Winter maintenance activities may have caused sod damage along city streets. Help is on the way! The repair crews armed with top soil and seed are being assigned to different areas of the city, so that work is done evenly throughout the city.



homeowners
UR

CITY OF

GLOUCESTER

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PLANNING A HOME IMPROVEMENT PROJECT?

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CONTACT THE BUILDING DIVISION AT 748-4167
BUILDING SAFE IS BUILDING SMART!

Upcoming events at the Library

REGISTRATION FOR ALL STORY PROGRAMS
All Branches - Monday, May 6 to 7
Phone registration starts
Schedules available
SAT

NICOLE JODOIN
Mayor's Office / Bureau du maire
Chief of Staff / Chef de Cabinet

next issue
has article from
Nicole Jodoin
1400, place Blair Place
P.O. Box / C.P. 8333
Gloucester, Ontario K1G 3V5
Office: (613) 748-4266 / 748-4115
Fax: (613) 748-0235



The Corporation of the City of Gloucester - La ville de Gloucester
745-7011

The News/LES NOUVELLES GLOUCESTER

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located at
St. Joseph Blvd.
(R.B. Barn & Country Style
Donuts).

Council passed a resolution
expressing support of the
R.M.O.C. resolution expressing
strong opposition to the
government's intention to
divert locally set and raised prop-

taxes for provincial pur-
poses.

Council approved the Develop-
ment Department's report re-
garding legal non-conforming
status for Ontario Land Corpora-
tion - Farmer's Way.

Council approved the purchase
of new radio equipment for the
Fire Department to meet the
communication needs of the de-
partment.

For ages 16 and up.
history graduate and accomplished
textiles etc. Her works are sold at Byward

Hamlet - Saturday, May 11, from 2:00 to 3:00 p.m. Phone: 824-6926

FRIENDS OF THE GLOUCESTER PUBLIC LIBRARY COMMUNITY DAY
AND BOOK SALE.

Orleans - Saturday, May 11, from 9:30 to 5:00. No registration. Just come and
buy books!

TIME MANAGEMENT SEMINAR. With Debra Brown.
Blackburn Hamlet - Tuesday May 14, at 7:00 p.m. Phone: 824-6926.

ESTATE PLANNING. An interactive seminar designed to help people chart their
course to estate planning, with Gary Steams of the Sun Life Group of Companies.
Orleans - Thursday, May 16 at 7:00 p.m. Phone: 824-1962.
HOME DECORATING: DESIGN BASICS. With Herta Taylor of Interior Options,
Orleans: Come with your questions! Participation encouraged.
Orleans - Thursday, May 16, at 7:00 p.m. Phone: 824-1962.

CENSUS DAY MAY 14



- count yourself in with a little help from the Gloucester Centre for Community Resources
- on May 9th bring your form to our office at 2339 Ogilvie Rd. Beacon hill shopping Centre 2nd floor
- from 10:00 A.M. till 3:00 P.M volunteers will answer your questions
- for more information phone 741-6025



Le 14 mai, soyez du recensement

Le Recensement de la population et le Recensement de l'agriculture auront lieu le mardi 14 mai prochain.

Robert Charland, chef d'équipe pour Plantagenet, Bourget et la région rochelandaie, travaille à préparer son équipe à la venue du recensement.

On effectue, au cinq ans, un recensement dont les résultats sont utilisés pour prendre des décisions.

Celles-ci peuvent toucher chaque quartier, ville province, ou encore le pays en entier.

Comme l'explique Robert Charland, «le recensement nous aide à planifier des

services communautaires, tels les écoles, les hôpitaux, les centres communautaires et de nombreux autres programmes de services.»

La plupart des ménages rempliront le questionnaire abrégé.

Ce questionnaire contient sept questions sur l'âge, le sexe, l'état matrimonial et la langue maternelle.

Un ménage sur cinq recevra le questionnaire complet.

Il contient les sept questions du questionnaire abrégé et 48 autres questions portant notamment sur la scolarité, l'emploi, l'origine ethnique, la langue et le revenu.



Robert Charland

Bulldog



on 13

Of Boozing
up 'til 2

The other night, it was in May, Bulldog, for the first time, legally ordered a drink past 1 a.m. in his neighbourhood watering hole.

Mike Harris, Ontario's premier for bar flies, decided a couple of weeks that it would be a good idea to extend liquor-serving hours by sixty minutes.

"Wo-bec," says the Bulldog in typical French Canadian manner.

Wo-bec, because my friendly bartender by law, cannot overserve anyone regardless of the time of the night morning.

In Ontario, if one is well on his (or) way, that person cannot ask, struggling hang on to the bar "Barkeeper! I'll be what the guy lying on the floor haying..."

So an extra hour of drunken stupor ain't gonna happen.

But people are night howls, they'll stay up until two.

So what will they



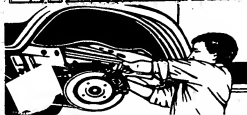
DÉTAILLANT
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LUCKY
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7

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25%
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du 31 mai)

FORUM

National Census on May 14



Mayor's Report
Mayor Ben Franklin

As you may be aware, Statistics Canada conducts a national census once every five years. On May 14, you will join others in our community and across the country when you participate in Canada's next census.

Early in May every household in Nepean will receive a Census of Population questionnaire. Most households will fill in a short questionnaire of seven questions. One in five households will receive a long questionnaire. Those of you

who run an agricultural operation will also be asked to fill in a Census of Agriculture questionnaire.

Not only is the census important to the country as a whole, it is vital to our community. For example, local decision makers use census information when deciding where new schools or bus routes should be located. Census data are also used in determining the number of police and firefighters and the need for subsidized housing and daycare programs, as well as services for disabled persons. Nepean businesses use census data to determine markets and decide where to locate. The result is that our residents obtain the goods and services they need within their community.

The answers on your census form are strictly confidential. By law, no one -- not the courts, the RCMP or other governments, can access personal census data. The

answers are used solely to compile statistics and only after the data have been combined with similar information from other respondents.

If you need help filling in your form, a Census Help Line will be available from May 9-17 from 9 a.m. to 9 p.m. Assistance will be available in English, French and various other languages. English and French census forms in large print and braille, and on audio-cassette, are available by calling 1-800-670-3388.

Help our community plan for the future. Count yourself in on Census Day!

**Classifieds Work
& Work Cheap!**
820-3126

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	MALE NON-SMOKERS			MALE SMOKERS RATES		
AGE	\$250,000	\$500,000	\$1,000,000	\$250,000	\$500,000	\$1,000,000
35	\$205	\$340	\$610	\$385	\$690	\$1,245
40	\$222	\$375	\$680	\$467	\$840	\$1,525
45	\$255	\$440	\$810	\$590	\$1,110	\$2,150
50	\$357	\$645	\$1,220	\$815	\$1,580	\$3,050
55	\$497	\$925	\$1,780	\$1,185	\$2,300	\$4,530
60	\$780	\$1,490	\$2,910	\$1,797	\$3,485	\$6,725
65	\$1,435	\$2,650	\$5,115	\$2,595	\$4,775	\$9,035

For more information
call 226-1016 or phone
122 Adelaide St. N. Ste. 200

Tel. 226 LIFE (5433)

Fax: 226-1016 • Pager: 797-6885

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EMPLOYEE SERVICE AWARDS

In November and December 1995, the SCOHS held special ceremonies to pay tribute to employees having completed 15 to 35 years of dedicated service. Fifty-five employees and one physician from both Saint-Vincent and Élisabeth Brûyère pavilions and the Résidence Saint-Louis were honoured. Following a delicious meal, awards were presented to each employee.

The Employee Service Awards is a wonderful opportunity for the SCOHS to celebrate and promote the bonds of mutual commitment shared with its employees. We are privileged to have among us these dedicated individuals who form the cornerstone of our strong tradition of compassionate care and concern for the well-being of our patients.

Congratulations and thank-you to all!

15 Years

Yvon Barnabé, Housekeeping, RSL
Gérald Bergeron, Plant Operation and Maintenance, RSL
Françoise Bourbonnais, Nursing, RSL
Aida Deault, Nursing, RSL
Agathe Lessard, Nursing, RSL
Denis Paquette, Housekeeping, RSL

20 Years

Louise Andersen, Human Resources, SVP

Raymond Avon, Dietetics, ÉBP
Joel Banton, Nursing, SVP
Madeleine Beaugé, Nursing, SVP
Lumen Calixte, Nursing, SVP
Gérald Cashman, Dietetics, SVP
Guerda Cavé, Dietetics, SVP
Lilianne Charron, Family Medicine, ÉBP

Jocelyne Chénier, Day Hospital, ÉBP
Lucille Collin, Nursing, RSL
Lise Cousineau, Day Hospital, ÉBP
Yvon Demers, Physiotherapy, SVP
Gilles Duval, Environmental Services, SVP

Elio Janvier, Physiotherapy, ÉBP
Mary Konig, Nursing, SVP
Lois Lauzon-Krewda, Nursing, ÉBP
Hélène Lafleur, Housekeeping, RSL
Gertrude Larabie, Dietetics, RSL
Marcel Lauzon, Nursing, ÉBP
Raymond Lavigne, Linen and Laundry, SVP

Claire Levasseur-Paiement, Housekeeping, RSL
Edith Macuire, Nursing, SVP
Frank MacLellan, Radiology, SVP

Sharon McNeilly, Environmental Services, SVP
Roger Ouellette, Supply, Processing and Distribution, ÉBP

Micheline Périard, Radiology, SVP
Roger Sarrazin, Occupational Therapy, SVP

Joanne Sauvé, Dietetics, RSL
Mary Shaw, Nursing, SVP
Yolande Tassé, Nursing, SVP
Lualhati Villamorán, Nursing, SVP
Denise Villeneuve, Laundry, RSL
Beverly Welsh, Nursing, SVP

25 Years

Henriette Farley, Nursing, RSL
Cynthia Hurge, Nursing, ÉBP
Estelle Lemay, Laundry, RSL
Phyllis Mayers, Nursing, SVP
Denise Massey, Dietetics, RSL
Suzanne Renton, Nursing, ÉBP

30 Years

Jean-Marie Boileau, Dietetics, RSL
Angélique Gagnon, Dietetics, SVP
Roger Gauthier, Plumbing, ÉBP
Armand Latreille, Supply, Processing and Distribution, SVP
Pauline Martineau, Pharmacy, SVP
André Roussel, Payroll, SCOHS
Thérèse Sauvé, Nursing, SVP

35 years & over

Royal Boileau, Carpentry, SVP
Jeannine Maisonneuve, Pharmacy, ÉBP
Jean-Claude Richer, Environmental Services, SVP
Dr. James Allen, SCOHS

CENSUS • 1996 • RECENSEMENT

MAY 14 LE 14 MAI
Count Yourself In! Soyez du nombre!

Stand Up and Be Counted!

Did you know that the SCO Health Service does its part to help ensure that its employees, volunteers, patients, and residents are not overlooked every fifth year when Canadian census time rolls around?

Employees and volunteers are encouraged to make certain that they are counted in. For our residents and patients, accurate and timely information is provided to the census collectors regarding gender, age, and other demographics.

You Tell Us!

If you have an interesting story idea or if you know of a good photo opportunity that could be used in a future edition of SCOPE!, we want to talk to you.

Have you had a particularly special experience with a patient or employee of the SCOHS? Is there someone or something at the SCOHS that stands out in your mind? Do you know of a special event or accomplishment that would make a good news story?

Call Jonathan Lareau at (613) 233-4041, extension 2074.

SCOPE

is a quarterly news publication of the Sisters of Charity of Ottawa (SCO) Health Service.

SCOPE is published by the Community Relations Department, in cooperation with the Library and Media Production Resources, and the Translation Department.

For more information about the SCO Health Service and its programs, please contact:

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60 Cambridge Street North
Ottawa, Ontario
K1R 7A5
Tel.: (613) 782-2752
Fax: (613) 782-2785
E-mail: kstokely@mail.scohs.on.ca

CKS

Census must be completed May 14

The census form should take about an hour to complete and will require some records on hand

BY PATRICK GALLAGHER
Ontario Farmer staff

Ottawa - For a few minutes on May 14 farmers across Canada will have to sit down at the kitchen table and fill out the Census of Agriculture.

Every five years Statistics Canada conducts the sweeping survey of the country's farm operations. It's a concentrated effort to glean information that can be used by government policy makers and farm groups alike.

Anyone who runs an agricultural enterprise will have to fill out the census forms, says Mel Jones, manager of the Census of Agri-

culture at Stats Canada.

"It's mandatory and required by law that people fill it out," said Jones, from Ottawa last week.

He said the information provided by the survey gives his department a clear snapshot of the agricultural sector and trends that are developing. It allows policy makers to make better short and long-term decisions regarding farm policies and programs.

Jones said the census form should take about an hour to complete and will require the farm operator to have some records ready before starting the task.

Records that will help include the 1995 income tax return, property tax statements, crop and animal management records, capital expense information and general farm account books.

The questionnaire is pretty much

the same but has a few new additions this year. Farmers will be asked if they have had any work-related injuries that have required medical attention. They will also be asked if they have made any capital purchases in the form of land or equipment this year.

The census will track off-farm work or other business operations besides the farming enterprise. Jones said off-farm work and jobs are becoming more important for farmers and keeping tabs on this area is becoming more important.

Canada is one of the few countries in the world that gathers as much information about its farm communities. Jones said it takes a full year to put all the information together before it can be released to the public.

Enumerators will deliver the census forms to each house prior to May 14. Farmers will then have about a week to get the forms filled out before they have to mail them back.

This year Stats Canada is conducting a trial census delivery and collection using the mail system. Up to 350,000 homes in the Ottawa-area will receive census forms in the mail and residents will be asked to mail them back.

If there is a high enough response rate Stats Canada would then consider using the mail instead of the tried and true enumerators who presently deliver the census material.

The Census of Agriculture is all part of the larger Census of Canada that will take place this year as well.

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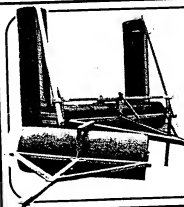
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by Carl Nicholson, Executive Director

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iversity and their many gifts and talents, this is our goal.

Arch/Mars 1996

Canada is at a cusp as a nation; it is exploring how to take advantage, in the best sense of the word, of the presence of so many cultures in such a richly endowed land. This is the challenge of the 21st century for Canada and for all Canadians, new and old, as we position ourselves to lead the world.



Tuesday, May 14, 1996 is Census Day in Canada. On that day, more than 29 million people will "count themselves in" when they mail in their completed census questionnaire.

By law every household is required to complete a census questionnaire. New immigrants should be assured that their personal information is confidential and cannot be given to anyone - not banks, the police, or immigration workers.

New immigrants with questions about the census should be encouraged to call the **Census Help Line at 1-800-670-3388**, from 9 a.m. to 9 p.m., May 9 through May 17. Operators who speak many languages other than English or French will be available to assist them.

Le mardi 14 mai prochain sera jour de recensement au Canada. Ce jour-là, plus de 29 millions de personnes seront du nombre dans le cadre du Recensement de 1996.

Au début du mois de mai, 80% des ménages canadiens recevront le questionnaire abrégé, qui contient sept questions, tandis que 20% des ménages recevront le questionnaire complet, qui comporte 55 questions. Le questionnaire complet pose sept questions qui sont d'une importance particulière. Ces questions portent sur:

les langues parlées autres que le français ou l'anglais, le groupe ethnique, le pays de naissance, le groupe de population et l'année d'immigration.

D'après la loi, chaque ménage est tenu de remplir le questionnaire de recensement. Les nouveaux immigrants peuvent être assurés que tous leurs renseignements personnels sont confidentiels et que la police, les banques et les agents d'immigration, n'a accès à leur questionnaire.

Les nouveaux immigrants qui ont des questions au sujet du recensement peuvent téléphoner à l'assistance téléphonique du recensement au 1-800-670-3388, de 9h à 21 h, du 9 au 17 mai 1996. Des téléphonistes de différentes langues autres que le français et l'anglais seront disponibles pour leur aider.

INSIDE

• S.O.S. Alert!

P. 3

• Volunteer Party!

P. 4

MARCH/MARS 1996

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CATHOLIC IMMIGRATION CENTRE • CENTRE CATHOLIQUE POUR IMMIGRANTS



CCI Butel CCI



يتعلق بالسكن. أما بئة الأسئلة الأخرى في "الاستبيان الإحصائي" فقد أجاب عليها بنسبة 100٪ - جميع السكان الذين شملهم الإحصاء.

برهنت النتائج على أنها طريقة فعالة في الحصول على معلومات تفصيلية، وفي الوقت نفسه فهي تخفض عدد المجهولين. ومنذ ذلك الوقت بات النموذج الإحصائي يشمل الجميع.

أجرى للمرء الأولى سنة 1956 إحصاء سكاني وزراعي معاً. هذا الإحصاء حلّ كذلك محلّ إحصاء منتصف عشر سنوات في منطقة غرب كندا الزراعية. أد بريري، وجرى مع الإحصاء العام.

في سنة 1971، وللحصول على نوعية أفضل من المعلومات، ومن أجل معرفة الاهتمامات الشخصية، نُتت الإجابات عن أسئلة الاستبيان كتابة بدلاً من طريقة العقيلة الشفوية التي كانت تستخدم سابقاً. وقد أكمل 98٪ من الذين شملهم الإحصاء استبياناتهم الإحصائية.

العالم تجري بانتظام إحصائيات لمعرفة تعداد السكان، وجمع معلومات أساسية من الناحيتين الاجتماعية والاقتصادية عن أحوال الناس الذين يعيشون في مناطق مختلفة من بلادهم.

في كندا، فإن الإحصاء السكاني يحصل مرة كل خمس سنوات. وفي يوم الإحصاء السكاني، سيطلب من كل رب أسرة تعبئة نموذج استبيان وإعادته بالبريد إلى إحصائيات كندا في اليوم نفسه.

لماذا الإحصاء السكاني مهم؟

نتج الإحصاء السكاني ستستخدم من أجل صنع القرارات المتعلقة بما حولنا وبالمجتمع وبمقاطعتك وببلدك ككل. ستساعد المعلومات الإحصائية السكانية على:

- معرفة احتياجات التوظيف المستقبل والتخطيط للتعليم وبرامج التدريب
- وضع برامج العمل لتوظيف الشباب.

- تقرير الاحتياج للطرق والمدارس ومراكز الرعاية الأولية والنقل العام.

كل فرد له أهمية عديدة

إن نجاح الإحصاء السكاني يعتمد على مشاركة كل شخص ممن يعيشون في كندا. ولهذا، فإن كل شخص له أهمية عديدة. ففي يوم الثلاثاء 14 أيار / مايو 1996 كن ضمن من يعثون أنفسهم. تمنى لك السعادة في عام 1996.

الإحصاء السكاني: تقليد منذ 1666

جرى لوك إحصاء سكاني فيما يُسمى كندا الآن في سنة 1666 على يد جون تالون محقق فرنسا الجديدة آنذاك.

في تلك السنة (1966)، بلغ عدد السكان 3215 نسمة باستثناء سكان البلاد الأصليين والجنود المكيين.

تضمن الإحصاء السؤال عن العمر والجنس والوضع العائلي والوظيفة، وذلك للحصول على معلومات موثوقة لتنظيم مستقبل تطور المستعمرة.

الإحصاء الذي أجراه تالون جمع معلومات اقتصادية واجتماعية.

أجريت في الساتية سنة الأخيرتين عدة إحصائيات في لوقات متباعدة في مستعمرتي فرنسا الجديدة وشمال أمريكا البريطانية.

في سنة 1867، نصّ مرسوم شمال أمريكا البريطانية على وجوب إجراء إحصاء كل عشر سنوات لتحديد التمثيل الشعبي في البرلمان الجديد.

في سنة 1941 تمّ كمثل سؤال شخص من كل عشرة لشخص عن السكن أو ما

موضوع

الغلاف

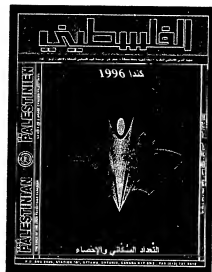
الإحصاء

والتعداد

السكاني

ومعلومات

عن كندا.



هل تعرف يوم الإحصاء السكاني؟

لسوء الحظ، إن يوم الإحصاء ليس عيداً كرمس السنة الجديدة، لكنه يوم مميز.

في يوم الثلاثاء 14 أيار مايو 1996 سيشارك حوالي 11 مليون رب أسرة من ضمنهم ما يقارب 677,577 نسمة من المقاطعات البحرية الشرقية لكندا "ماريتايمز" في عملية المسح الشاملة: الإحصاء السكاني الوطني.

الإحصاء السكاني سيرسم صورة إحصائية عن البلد وسكانها. معظم الدول في

TREATS THOUGHTS

Maurice Rousignol, passed away unexpectedly on January 15, 1996. Maurice had been with the Treats Franchise for many years.

Post-It Fax Note 7671E

To: **DAVID**

From: **LOLI**

Co: **Census**

Phone #: **951-0930**

Fax #

Maurice was generous to charities and looked for ways to help others while creating new business. A few years ago, I received a call from a teacher wanting to let us know that the owner at Place du Centre, said the day. While on a field trip a bus filled with junior school children was evacuated due to engine problems and the teachers were forced to walk the children to Place du Centre to warm up and wait for a replacement bus. The day seemed ruined until Maurice offered drinks and a cookie to each of the teachers and students to make their way more enjoyable. I'm sure without much investigating, many more stories like this could be told about Maurice Rousignol. This is the kind of person he was.

Our deepest sympathy to the Rousignol family and the staff at Place du Centre.

TAX TIPS

Dennis Epstein, Partner - ORENSTEIN & PARTNERS, 595 R...

t, Suite 300, 0 M5G 2C2 has provided their "1995 - WINNING for ion of Let's tion to our

...users. I'm sure you will find many useful tax planning tips and I know the professionals at Orenstein & Partners would be more than happy to discuss your individual needs.



MAY 14 Count Yourself In!

You will receive a Census questionnaire in May. On May 14, fill it in and mail it using the bright yellow envelope that comes with your questionnaire.

The Census provides important information to support many programs and services in your community.

Treats will be providing Monogram Cookies to be delivered, with Press Kits, to all local radio stations by the Census Canada representatives.

NEXT SUBMISSION DEADLINE:

March 29, 1996



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Ottawa Hydro

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tx (613) 738-6402

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Commissioner
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Chief Engineer
Secretary-Treasurer &
Director of Finance

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Jacquelin Holzman
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Wil G. Barber, CMA

Président
Maire et Vice-président
Commissioner
Directeur général
Ingénieur en chef
Secrétaire-trésorier
Directeur des finances

October 31, 1995

File: F80.5

Statistics Canada
Tunney's Pasture
R. H. Coats Building 10th Floor Section B
OTTAWA ON K1A 0T6

Attention: **David Desormeaux**
Communications Officer

Dear Sir:

RE: **CORPORATE SUPPORT**
1996 CENSUS

Ottawa Hydro is pleased to lend its support in promoting the Census of May 14, 1996.

To this end, we are prepared to undertake the following actions:

- a) Print the census logo on our outgoing business envelopes beginning March 1996 to Census Day.
- b) Include a census article in our customer newsletter for the same period.
- c) Include a census article in our company newsletter.
- d) Insert promotional material in employee pay envelopes.

In order to modify our mailing envelopes to reflect the census logo, we will require the stamp specifications. I have enclosed an order form. I assume the "repro sheet" will allow us to reproduce a stamp.

Similarly, if you have prepared articles that you would prefer to include in our newsletters, kindly forward them to us early in 1996.

Yours truly,



R. Whitney
Director of Customer Service

RW/md
Attach.

Soyez du nombre!

*Un simple coup de téléphone
pour recruter un nouveau
sociétaire!
Détails à l'intérieur!*



CITY OF KANATA

580 TERRY FOX DRIVE, KANATA, ONTARIO K2L 4C2

TELEPHONE (613) 592-4281

OFFICE OF THE MAYOR

MERLE NICHOLDS

PROCLAMATION

WHEREAS, Statistics Canada will conduct the Census of Population and the Census of Agriculture on Tuesday, May 14, 1996,

AND WHEREAS, the City of Kanata supports the Census because grants are provided to our city based on a complete enumeration,

AND WHEREAS, census information is vital to support policy analysis and public debate by governments, businesses and institutions for a wide variety of social and economic issues such as immigration, education, training, housing, income support, health, and the environment,

AND WHEREAS, the Statistics Act of Canada provides that individual responses on census questionnaires will be kept strictly confidential,

THEREFORE, I, Mayor Merle Nichols on behalf of the Council of the City of Kanata, do hereby proclaim the week of May 12 to May 18, 1996 as "**Census Week**" in the City of Kanata.

Merle Nichols
Mayor



BETWEEN US • ENTRE NOUS

Volume 7 No. 1

SPRING 1996

ISSN 1181-6120

Everyone counts in the 1996 Census! Tout le monde compte au Recensement de 1996!

On Tuesday, May 14, more than 29 million people in Canada will be "counting themselves in" when they mail in their completed 1996 Census questionnaire.

So why take a census? Governments of all levels use census data to make policy decisions about Canada's economic and social programs. In fact, census data are related to more than 80 federal-provincial laws, including federal transfer payments, old age security, official languages and war veterans' allowances.

Business, industry, associations, institutions, academia and the media depend on census data as a valuable decision-making tool. Census data are also used to plan important community services such as:

- ◆ health care ◆ education
- ◆ day-care ◆ transportation
- ◆ fire and police protection
- ◆ employment and training programs
- ◆ subsidized housing

Census information is so important, it's a legal requirement to conduct a census every five years. And participating in the census is absolutely confidential by law. No one, including the courts, the RCMP or other governments, can access personal census data. The answers on census forms can be used solely to compile statistics and only after the data have been combined with similar information from other respondents and then rounded.

Census-taking is recognized worldwide for its important contribution in planning for the future. Over 85 percent of all countries currently take a census. In Canada, the census' roots go back more than 300 years, to when Intendant Jean Talon conducted the first census of the colony of New France.

On Tuesday, May 14, continue a Canadian tradition and "count yourself in!" □

Le mardi 14 mai prochain, plus de 29 millions de personnes au Canada "seront du nombre" lorsqu'elles participeront au Recensement de 1996, la plus importante enquête au pays.

Mais pourquoi mener un recensement? Parce que tous les niveaux de gouvernement utilisent les données du recensement pour prendre des décisions appropriées concernant de très nombreux programmes socio-économiques. Les données sont effectivement liées à plus de 80 lois fédérales et provinciales, y compris les paiements de transfert fédéraux, la sécurité de la vieillesse, les langues officielles et les allocations

d'anciens combattants.

Le milieu des affaires, le secteur industriel, les associations, les institutions, le milieu de l'enseignement et les médias considèrent les données du recensement comme étant un précieux outil pour la prise de décisions. Les données sont aussi utilisées pour planifier d'importants services à la communauté, tels que:

- ◆ les soins de santé; ◆ le transport;
- ◆ l'enseignement; ◆ les garderies;
- ◆ les services de police et d'incendie;
- ◆ les programmes d'emploi et de formation;
- ◆ les logements subventionnés.

Les renseignements recueillis sont si importants que la tenue d'un recensement aux cinq ans est exigée par la loi. Cette même loi protège les renseignements personnels, qui demeurent strictement confidentiels. Personne, pas même les tribunaux, ni la GRC ni d'autres gouvernements, n'a accès aux renseignements personnels. Les renseignements figurant sur les questionnaires peuvent être utilisés uniquement pour compiler des statistiques, mais seulement après avoir été combinés à d'autres renseignements du même type et après avoir été arrondis.

Le recensement est reconnu à travers le monde comme étant une opération très importante pour la planification de notre avenir. D'ailleurs, plus de 85% des pays mènent un recensement. Au Canada, l'origine du recensement remonte à plus de 300 ans. L'intendant Jean Talon avait alors mené le premier recensement de la colonie de la Nouvelle-France.

Le mardi 14 mai prochain, poursuivez la tradition et soyez du nombre! □

What's In This Issue:

Part Our Home to Yours	2
Growing Together	6
Healthy News	9
Serving Seniors	11
Pour les aînés	12

Census counts on agriculture

Information protected by confidentiality laws, useful to industry

Greg Hewitt
Record Staff

May 14 is Census Day in Canada. And in eastern Ontario, the agricultural community is being asked to stand up and be counted.

Every rural household visited will be asked whether a resident is operator of a farm, ranch or other agricultural operation. If they are, they will be given the Census of Agriculture form to complete, along with the Census of Population form.

The Census of Agriculture is an important tool and benefits the agricultural community, says Barb Blackburn, census crew leader for the Morrisburg and Winchester areas.

The Census of Agriculture form has several categories. It seeks to identify the ownership structure, and a number of details, about average hours per week worked on the operation, whether computers are used, if there have been any farm injuries in the last year, a description of the land,

of crop and livestock, equipment and farming practises used like crop rotation and windbreaks.

It also asks for financial information, such as operating expenses and gross receipts. Even sod operations, apiaries, greenhouses, Christmas tree farms and mushroom farms are a part of the Census of Agriculture.

But Blackburn says she has heard that some farmers are expressing reluctance about the financial aspect of the census. She reassures farmers the information is tabulated and compiled, and is used as a collective block of statistics, with no names attached. It's used for statistical purposes only, purposes that in fact benefit farmers and their organizations.

Blackburn notes the strict laws pertaining to information gathered through the census, that statistics workers can be jailed for breaching confidentiality, and that not even RCMP can access personal information. There are no mailing lists sold to businesses, or given to government departments.

"This information is used largely

by the farmers themselves, by trade organizations," she says, adding, "it's useful in trade negotiations, and how local

"So really, it's a question of educating yourself in — it's almost voting. You have to stand up, make your mark and let them know you're there. People should realize it's totally confidential, and not to be threatened in any way."

Also, the tabulated census information is used by the provincial government to determine what funding should be allotted to a particular area.

Census forms will be distributed May 1 to 11, and are to be mailed back by households.

Also, eastern Ontario is part of a pilot project for the census, which is taken every five years. In eastern Ontario, some of the follow-up census workers, to seek missing information, will be done over the telephone to reduce the amount of leg-work required.

"If this system works in eastern Ontario, it will be done this way across the country in 2001."

Fair focuses on special education needs

CORNWALL — An upcoming information fair will provide information from a wide number of agencies for parents who have children with special education needs.

The one-day event, called the Parents Learning Together Information Fair, is organized by the Special Education Advisory Committee of the SD&G Public and Separate School Boards.

According to the committee, there

are 1,500 children in SD&G who have special education needs. The fair, through workshops, brings together information on identification, placement and other aspects of special education needs. It features a representative of the Ministry of Education and Training, and information booths set up by such agencies as the Easter Seals Society, Ottawa Children's Treatment Centre, CNIB, Association for Bright Children, At-

tention Deficit Disorder Support Group, Ontario Association for Community Living and more.

The fair takes place Saturday, April 20 at General Vanier/St. Joseph Secondary School, 1500 Cumberland St., Cornwall and runs from 9 a.m. to 4 p.m.

For more information, contact Vince Fiorito at (613) 932-9971.

LCBO held up

□ Continued from page 1



**gagnants de chèques de voyage MasterCard de Thomas
bok aux tirages mensuels du concours de recrutement!**



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PRINTEMPS 1996

CS CO-OP

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SCOOOP

ISSN0315-839X

IMPRIMÉ SUR DU PAPIER RECYCLE



e janvier
n prix de



Kevin Jaeggin gagne 500 \$ au tirage du mois de
février 1996. Son prix lui est remis à la succursale du
LaC Daw par le directeur, Michael Hinton.

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Soyez du nombre

Le mardi 14 mai, vous pourrez participer
au prochain recensement de la
population du Canada.

Selon la Loi sur la statistique, Statistique
Canada doit réaliser un recensement tous
les cinq ans et protéger le caractère
confidentiel des renseignements
personnels. Personne n'a accès aux
données personnelles recueillies aux fins
d'un recensement. La loi permet
toutefois à Statistique Canada d'utiliser
les réponses des questionnaires du
recensement à des fins statistiques
uniquement.

Contribuez au succès du prochain re-
censement, soyez du nombre le 14 mai!

RECENSEMENT DE 1996



Soyez du nombre! LE 14 MAI

SCOOOP

Le SCOOP est distribué
trimestriellement aux socié-
taires et diffuse l'informa-
tion brève.

La CS CO-OP ne présente
d'aucune façon que le con-
tenu du SCOOP soit sans
erreur ou omission.

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LA COOPÉRATIVE DE CRÉDIT DE SERVICE CIVIL LIMITÉE

CS co-op MD MEMBRE DE
LA SOCIÉTÉ
ONTARIENNE
D'ASSURANCE-
DÉPÔTS

coup de main, veuillez
communiquer avec Paula Pescador
au (905) 771-2546.

Thomas Cook MasterCard Travellers Cheques New Member Monthly Draw Winners!



Guy Fortin was the New Members Sparks Street Branch

SPRING 1996

CS CO-OP

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ISSN 0315-839X

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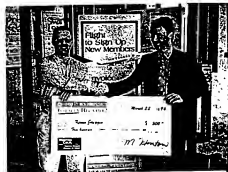
ifest '96

than 1,800 active seniors to meet
in friendly competition in a variety
of sports and recreational

know is interested in helping out at
this event, please contact Paula
Pescador at (905) 771-2546.



January s Street



Kevin Jaeggin was the \$500 winner for February 1996 and was awarded his prize at Dows Lake Branch by Branch Manager Michael Hinton.

Count yourself in

On Tuesday, May 14, you'll have the opportunity to participate in Canada's next national Census of Population.

The *Statistics Act* requires that Statistics Canada conduct a census every five years and that all personal information be kept confidential. No one can access personal census information. By law, Statistics Canada may use the answers from census questionnaires for statistical purposes only.

Help make Canada's next census a success. "Count yourself in" on Census Day, Tuesday, May 14!

1996 CENSUS



MAY 14 Count Yourself

SCOOP

SCOOP is distributed quarterly to its members, presenting information in brief. CS CO-OP does not claim that the contents of SCOOP are without error or omission.

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THE CIVIL SERVICE CO-OPERATIVE CREDIT SOCIETY

cs co-op

MEMBER OF
DEPOSIT
INSURANCE
CORPORATION
ONTARIO

APPENDIX/APPENDICE 7

Displays Centralized Edit Area (Ottawa)

Where	Date	Display	Cost	Hits	Contact
STC Census Open House	07 Feb.	Varied	3,000	20,000	
Canadian Fed. of Agric.	03 - 05 March	<i>Mirage</i> display	600	1,250	Joyce Henry 236-3633
Can. Hort. Council	10 - 12 March	<i>Reflex</i> Display	0	800	Ronna Reddick 226-4187
Ottawa Valley Farm Show	27 - 29 March	<i>ExpoSystem</i> + Banner + Column	500	75,000	Hal Botham 283-5971
Nat'l Capital Marathon	11 - 12 May	Banner	300	10,000	
MS Walk	28 Apr	Banner	0	5,000	
Ottawa Business Show	07 - 08 May	<i>ExpoSystem</i> display + Banner & Balloons	2,500	15,000	
Ottawa (train) Station	03 Apr - 16 May	Banner & Column	0	100,000	Marcel Lamarche 244-4753
Ottawa Airport	19 Apr - 16 May	Banner & Display	0	50,000	Nan Taylor 998-1427
Transport Canada Tower C	09 - 17 May	<i>Reflex</i> Display	0	4,000	Gloria Sauve 991-9154
Indian & Northern Affairs Terrasses de la Chaudiere	10 - 16 May	Column	0	4,000	Sylvie Boileau 990-2368 Lilian Blondin 997-8407
Reg. Mun. of Ottawa-Carleton	03 - 15 May	<i>Mirage</i> Display	0	15,000	Rick Mineault 560-6065 ext 2771
Bayshore Shopping Centre	09 - 15 May	Column	0	15,000	Rhonda Richmond 829-7491
Place d'Orleans	09 - 16 May	Column	0	12,000	Donna Lee (Leigh?) 824-9468 ext 236
Census Help Centre Billings Bridge Plaza	13 - 15 May	<i>ExpoSystem</i> display + banner	0	2,500	Deborah Rae 733-2595

APPENDIX/APPENDICE 8

Small Exterior Banners Centralized Edit Area (Ottawa)

Location	Exposure	Banner Size	Mfg Cost	Install/Removal Cost	Hits	Contact
Transitway Tunney's Pasture Station	Facing East	3' X 15'	570	125 (total for all banners)	100,000	Suzanne MacLennan 741-6440 ext 270
Transitway Queensway overpass	Facing West	3' X 15'	570		100,000	
Transitway Campus Station	Facing East	3' X 15'	570		100,000	
Kemptville Agr. College	Facing North	4' X 20'	750	0	5,000	Bill Green 258-8343

Large Exterior Banners Centralized Edit Area (Ottawa)

Building	Exposure	Banner Size	Mfg Cost	Install/Removal Cost	Hits	Contact
Pickering Building 250 Tremblay Road	Facing West	10' X 50'	4,032	1,100	150,000	Roger Bell 224-6059
Carleton University Arts Tower	Facing South	22' X 45'	7,560	3,382	100,000	Kevin Gallinger 520-3668
Place du Portage Phase III	Facing South	18' X 60'	5,020	1,100	100,000	Caroline Harvey 775-4847
Commerce Court ("Xerox" Bldg.)	Facing West	12' X 60'	5,020	0	50,000*	Lisa Enslev / Dan Lynch 230-7572
R.H. Coats Bldg.	Facing East	14' X 70'	7,070	4,482	75,000	Caroline Harvey 775-4847

* 150,000 hits were expected, but the banner was up only 1/3 of the time planned.

Census Press Kits - Centralized Edit

The kits for centralized edit community newspapers contained the following:

Letter signed by Dale Sewell

Census standard article

Story on local crew leader

Photo of local crew leader

Four-page bulletin for the media "The 1996 Census of Canada"

Fact sheet with local community data

Focus for the Future - Vol. 10 - number 1

Focus for the Future - Vol. 10 - number 2

Focus for the Future - Vol. 10 - number 3

Focus for the Future - Vol. 10 - number 4

Short and long Census of Population questionnaires (2A, 2B)

Census of Agriculture Information (where applicable)

Reproduction sheets for logo (#305)



Ottawa, Canada
K1A 0T6

September 8, 1995

Mr. Ken Donnelly
Manager
Canada Agricultural Employment Services
Place du Portage Phase IV
140 Promenade du Portage
5th Floor
Hull, Quebec
K1A 0J9

Dear Mr. Donnelly:

I am pleased to inform you that the next Census of Canada will take place on Tuesday, May 14, 1996. I am writing to enlist your support in our campaign to increase awareness of the 1996 Census and to encourage the participation of all farm operators.

The information collected by the Census of Agriculture and the Census of Population provides an accurate portrait of the ever-changing face of Canadian farming. It is important that Canadian farmers understand the value of the Census and be motivated to complete both the agriculture and population questionnaires. The support of Canada Agricultural Employment Services in bringing the Census message to its clients and to the agricultural community would be an important contribution to this objective. This support could include activities such as mail inserts, articles in newsletters, putting the Census logo on printed material or arranging for a Census speaker to address your organization.

Tom Thibault, of Census Communications, will be contacting you within the next few weeks to discuss various approaches for promoting the 1996 Census. Should you wish further information, please feel free to call Tom at (613) 951-1186.

.../2

Canada



The active role played by many Canadian agricultural organizations helped make the 1991 Census a success. I hope that we can count on your support in 1996.

Sincerely,

A handwritten signature in dark ink, appearing to read 'Mel Jones', with a stylized, flowing script.

Mel Jones
Manager, Census of Agriculture

Contents of Census of Agriculture Communications Kit

- Newsletter *Statistics Canada and Agriculture*, N-2 95-04-10
- Newsletter *Statistique Canada et le secteur agricole*, N-2(F) 95-10-04
- Article *Census paints a clear picture of farming*, F-23(E)
- Article *Le recensement brosse un tableau complet de l'agriculture*, F-23(F)
- Tip sheet *Tips on Completing Your 1996 Census of Agriculture Questionnaire*, F31(E)
- Tip sheet *Quelques conseils pour bien remplir votre questionnaire du Recensement de l'agriculture de 1996*, F31(F)
- Repro sheet *Agriculture Repros: Number 300*
- Repro sheet *Count Yourself In: Number 302*
- *1996 Census of Agriculture Materials - Order Form*, F-5(E)
- *Bon de commande - Recensement de l'agriculture de 1996*, F-5(F)
- *Promotional Materials - Some Suggested Promotional Uses*, F-22(E)
- *Matériel de promotion - Quelques suggestions d'utilisation*, F-22(F)

APPENDIX/APPENDICE 12

1996 CENSUS OF AGRICULTURE Third Party Support - Centralized Edit

ORGANIZATION	ACTIVITIES
Letters from Manager, Census of Agriculture	
Canada Agricultural Employment Services	- article in February newsletter, <i>Community Development Notes</i> , issued quarterly (5,000) (see report by communications officer responsible for federal departments)
Canadian Consulting Agrologists Assn.	- article in March newsletter, <i>CCAA News</i> , issued quarterly (120)
Canadian Co-operative Assn.	- article in April newsletter, <i>Update</i> , issued quarterly (39)
Canadian Co-operative Wool Growers	- distributed tip sheet, article and small poster at annual meeting, May 4, Collingwood, ON (100)
Canadian Equestrian Federation	- article in April bulletin, <i>Bulletin</i> , issued quarterly (10,000) - distributed small posters, inserts and tip sheets at annual meeting, January 27, Ottawa (100) - sent kits and calendars to provincial associations, December (10)
Canadian Livestock Records Corp.	- sent copy of letter in September to 50 cattle breed associations - article in December newsletter, <i>CLRC Newsletter</i> , issued 3 times/year (150) - distributed 70 kits at annual meeting, April 13, Ottawa
Canadian National Millers Assn.	- had census on agenda for discussion at April 15 annual meeting in Winnipeg (14)
Canadian Poultry and Egg Processors Council	- announcement in April 26 newsletter, <i>Highlighter</i> , issued every 2 weeks (500) - <i>Test your Knowledge - Agriculture</i> , in May 14 newsletter, <i>Highlighter</i> , issued every 2 weeks (500) (Canadian Hatchery Federation merged with this council)
Canadian Sheep Federation	- article in December newsletter, <i>Sheep n' ewes</i> , issued quarterly (80)
Canadian Swine Breeders Assn.	- distributed kits and displayed posters at annual meeting, April 13-18, Rockland, ON (75) - article in March newsletter, <i>CSBA News</i> , issued monthly (300)
Ontario Llama Association	- article in February newsletter, <i>Ontario Llama Association</i> , issued 3 times/year (72) - distributed kits and large posters at March 27 annual meeting, Ottawa (50) - displayed calendar and large poster at booth at the Ottawa Valley Farm Show, March 27-29 (23,000)
SeCan	- distributed tip sheet, small poster and article at February 9 annual meeting, Ottawa (20)
Secondary Contacts (by Communications officer)	
Canadian Farm Business Management Council	- put three census messages, April-May, on FBMInet which is on the internet (13,000)
Canadian Farm Writers' Federation	- booth at October 19 annual meeting, Ottawa. Handed out calendars and kits (100)
Canadian Forage Council	- distributed tip sheet, article and small poster at annual meeting, March 29-30, Ottawa (15)
Canadian Honey Council	- Agriculture Division staff handed out calendars and posters at January 19 annual meeting, Ottawa (50)
Ontario Fruit and Vegetable Growers Assn	- Agriculture Division staff, Ottawa, distributed tip sheet, article and small poster at annual meeting in Toronto, February 15-17 (50)
Ontario Ratite Assn.	- distributed tip sheet and article to members in Centralized Edit, April (30)
Ottawa Valley Farm Show	- booth March 27-29 (23,000) - handed out 1,400 calendars and posters, 200 book marks, 50 small posters, 350 tip sheets, 20 <i>Statistics Canada and Agriculture</i> newsletters, 20 <i>Focus for the Future</i> , 200 <i>Canada at a Glance</i> , 400 large window decals, 300 small window decals - displayed banner above entrance to main exhibition hall (see report by communications officer responsible for exhibits)

ORGANIZATION	ACTIVITIES
Ontario Milk Producers	<ul style="list-style-type: none"> - Logo on Census Day in Milk Calendar - obtained through Census of Pop calendar initiative
COMPANIES	
Eastern Breeders	<ul style="list-style-type: none"> - insert in March mailing of customer statements (4,500) - distributed calendars to staff and customers, January-March (100) - included tip sheet in April mailing of customer statements (4,500) - distributed small poster and article at March 19 annual meeting, Kemptville, ON (150) - letter from Manager, Census of Agriculture
Royal Bank	<ul style="list-style-type: none"> - article in April newsletter, <i>Agri-Business Review</i>, issued 5 times/year (22,000E, 3,500F). This was requested by Fieldstone Marketing, Calgary. - contact made as a result of Minister's letter.



Statistics
Canada

Statistique
Canada

Ottawa, Canada
K1A 0T6

APPENDIX/APPENDICE 13

August 28, 1996

Mr. Ken Donnelly
Manager
Canada Agricultural Employment Services
Place du Portage — Phase 4
140 Promenade du Portage
5th Floor
Hull, Quebec
K1A 0J9

Dear Mr. Donnelly:

I would like to extend my appreciation to the Canada Agricultural Employment Services for its active support of the 1996 Census.

On May 14, Statistics Canada asked Canada's agricultural community to participate in the Census of Agriculture and the Census of Population. As the most important source of information about Canada and its farms, it was essential that all farm operators perceived the significance of the Census and were motivated to complete their questionnaires. Cooperation and participation by the farm community was excellent, and I thank you for your efforts in helping us accomplish this task.

Statistics Canada is proceeding with the important job of processing and analysing the information received from over 11 million Canadian households and nearly 300,000 farms. The first results of the Census will be released in the Spring of 1997.

Again, many thanks for your assistance in promoting the 1996 Census.

Yours very truly,

Mel Jones
Manager, Census of Agriculture

Canada





Communications Program - Outaouais Region

1.0 Introduction

For the 1996 Census, the National Capital Region was divided into two areas: the centralized edit test area (Eastern Ontario) and the Outaouais region (Western Quebec). Although the Outaouais is normally part of the Quebec Regional Communications Program, it was decided in December 1995, to have the Ottawa office handle Hull, Gatineau and Aylmer. The Quebec Regional Office would continue to handle municipal councillors and school boards and national businesses and institutions headquartered in Quebec.

2.0 Third-Party Support

A total of eight businesses and 38 agencies or institutions were selected as potential supporters. Identification of supporters was based on the following criteria:

- local businesses offering a basic product or service
- organizations working with "special" groups (seniors, youth, immigrants, illiterate, etc)

2.1 Lists

Names were obtained through:

- List of Outaouais Region Businesses and Organizations
- 1995-96 Yellow Pages Directory
- 1995 Répertoire des organismes de l'Outaouais
- the Profil des coopératives de l'Outaouais

- the 1995 Directory of Major Canadian Corporations (published by Dun & Bradstreet Canada)
- the Arts and Culture Department of the City of Hull provided a list of the heads of ethnic organizations

2.2 Contacts

The eight businesses and 38 agencies or institutions were contacted by telephone to confirm names, addresses, number of employees etc. Follow up calls explained the purpose of the Census program and endeavored to obtain their agreement to support it. In some cases, several calls were necessary while in others, agreements were finalized very quickly. Two companies required a letter to their senior management as the first step.

An information kit accompanied by a form letter personalized with the name of each organization was sent out in late February 1996 to associations, ethnic, immigrant and refugee groups. Follow-up was conducted between mid-March and early April 1996. The majority of these organizations agreed to lend their support.

Bookstores were contacted in late April 1996 with most agreeing to support the census.

3.0 Results

On the whole, most of the businesses and organizations contacted were willing and in some cases even eager to cooperate. However, the degree of participation of the companies and associations varied somewhat, but generally consisted of including an article in their newsletter and distributing information material to employees and clients. See Appendix 1 for information on the businesses, municipal governments, universities and colleges, associations and non-profit organizations, economic development agencies and corporations and bookstores that supported the census and details on their support.

4.0 Recommendations:

- assign responsibility for the Outaouais (Quebec Regional Office versus Ottawa) one year prior to the Census. Ensure activities reflect the Quebec regional office programs and objectives.
- use the calendars longer as promotional material, particularly with regional groups and associations; a number of these organizations were keen to order the calendars and seemed disappointed when they learned they were no longer available.



APPENDIX/APPENDICE 1

1996 CENSUS Outaouais Region	
COMPANIES	
Château Dairy Inc.	45 employees. The logo was used on 400,000 milk bags in March, April, May 1996. Used posters and tent cards and distributed stickers and inserts to employees.
Golden-Gate Margarine Michca Inc.	45-50 employees. The logo used on 100,000 covers of 907 gram containers in March, April, May 1996. Used posters and tent cards and distributed 20 stickers to their employees.
Canipco Credit Union	5,500 members. 2,000 inserts sent with monthly statements and 100 bookmarks, 8 tent cards, 3 large and 5 small posters were distributed.
Inovaco Ltd.	Used 2 large and 3 small posters, 10 tent cards and 10 stickers in the store and employees' room. Distributed 1,000 inserts and 100 bookmarks to customers.
Scott Paper Ltd.	750 employees. Used 5 large and 20 small posters and 10 calendars. 100 bookmarks were distributed to employees.
Service de traversiers Masson-Cumberland Inc.	Used 5 small posters on their premises and distributed 3,000 bookmarks.
PROVINCIAL AND MUNICIPAL GOVERNMENTS	
Ethnic communities - Hull	Provided list of ethnic associations in the Outaouais region.
Promo-Lecture (Association of municipal libraries of Aylmer, Hull, Gatineau and Biblio- Outaouais)	Used 30 large and 40 small posters, 15 calendars, 5,000 inserts.
Société de transport de l'Outaouais	400 employees; 11 million passengers. Logo was printed on the pay cheques issued first week of May 1996 and posters were posted on the five bulletin boards.
CLSC, Vallée de la Lièvre	Provided clients with 10 Questions et réponses sur le Recensement du Canada de 1996.

UNIVERSITIES AND COLLEGES

Collège de l'Outaouais Gabrielle-Roy campus Louis-Reboul campus Campus libraries	500 employees. Distributed 500 inserts to employees and teachers. Used posters on bulletin boards. Used 300 bookmarks and 3 small posters. Recommendation: Contact both their public relations department and the head librarians.
Université du Québec à Hull Library	400 employees. Sent out various E-mail messages. Used 10 large posters and 500 bookmarks. Recommendation: Contact both their public relations department and the head librarians.

ASSOCIATIONS

Conseil régional des loisirs de l'Outaouais	100 member municipalities. Article in April 1996 issue of their newsletter CRLO vous informe.
Outaouais Alliance	Membership of 368 (1,000 members). A brief article in May 1996 issue of West Quebec Bulletin. Used 100 bookmarks (50 English and 50 French), 25 stickers, 25 coasters, 10 Canada at a Glance, 3 tent cards, 4 large and 5 small posters.
Les Braves du coin (Recreational organization)	450 members. . Used 10 large and 10 small stickers, 10 bookmarks, 5 Coup d'oeil sur le Canada, 3 tent cards, 10 coasters and 5 small posters.
Centre communautaire Père Arthur-Guertin	2,500 persons per year. Used 5 tent cards, 3 calendars, 25 coasters, 100 bookmarks, 5 small posters and 10 large stickers. Article in April 1996 issue of community newspaper CPAG.

ETHNIC, IMMIGRANT AND REFUGEE GROUPS

Accueil Parrainage Outaouais	2,000-2,500 people. Brief article in Winter 1995/Spring 1996 issue of newspaper APO.
Association culturelle roumaine Ottawa-Hull	Used 10 calendars, 10 large stickers, 10 Pleins feux sur l'avenir, Coup d'oeil sur le Canada
Association de soutien aux étudiants réfugiés burundais	15 members. Used 10 calendars, 10 stickers, 10 Coup d'oeil sur le Canada, 10 Questions et réponses sur le Recensement du Canada de 1996, 10 Statistique Canada et les communautés ethniques et culturelles ... du travail d'équipe and 2 small posters.

Association des femmes immigrants de l'Outaouais	350 members. Used 140 coasters, 60 large stickers, 20 calendars, 60 Coup d'oeil sur le Canada, 100 bookmarks and 20 posters.
Association des Haïtiens de l'Outaouais	Used 100 large stickers, 100 bookmarks and 20 small posters.
Association des Philippins de l'Outaouais	Used 10 large posters, 20 calendars, 200 bookmarks and 100 large stickers.
Association interculturelle d'Aylmer	Used 2 small and 4 large posters, 10 calendars, 30 coasters, 50 bookmarks, 5 tent cards, 7 multilingual brochures, 7 Coup d'oeil sur le Canada and 10 large stickers.
Alliance Maroc-Canadienne	Distributed logo, 6 small and 6 large posters, 50 calendars, 100 tent cards and 100 bookmarks in area Moroccan restaurants and to El Air travel agencies.
Association roumaine pour la culture, l'information et l'éducation	30 Coup d'oeil sur le Canada, 20 Canada at a Glance, 30 Pleins feux sur l'avenir, 20 Focus on the Future, 15 bookmarks, 15 large stickers, 30 Statistique Canada et les communautés ethniques et culturelles... du travail d'équipe, 20 Statistics Canada and Ethnic and Cultural Communities... Working Together, 2 large posters.
Centre communautaire portugais "Les amis unis"	400-450 male members. Used 10 small and 25 large stickers, 30 bookmarks, 100 coasters, 5 Coup d'oeil sur le Canada and 5 small posters.
Centre culturel centro-américain	Used 5 large and 5 small posters, 5 large stickers, 6 calendars and 100 bookmarks.
Romancutele	10 members Used 25 bookmarks, 25 coasters, 10 stickers and 3 small posters.
Tonnelle haïtienne de l'Outaouais	70 members. Distributed 100 large stickers and 100 bookmarks to members and Haitian stores.
SENIORS AND THE DISABLED	
Eight seniors agencies located at the same address with a clientele of 2,000, including the following two.	
Académie de gérontologie de l'Outaouais (public education agency)	250 people. Used large and small posters
Conseil régional de l'âge d'or de l'Outaouais	Used 100 bookmarks, 1 small and 1 large poster.
Amical (L) des handicapés physiques de l'Outaouais Inc.	120 members Used Census logo, 20 large and 20 small posters, 20 calendars, 10 tent cards, 20 bookmarks, 20 large stickers, 45 coasters and 10 inserts. Article in April 1996 issue of bilingual quarterly Le Trait d'union.

ECONOMIC DEVELOPMENT AGENCIES AND CORPORATIONS

Chambre immobilière de l'Outaouais Inc.

380 members (real estate agents).
Census logo.
Article/logo on April 10 and 14, 1996 in Bulletin de la Chambre immobilière.
Used 2 small posters, 400 bookmarks and 200 inserts.

LABOUR AND UNION ORGANIZATIONS

Federal Superannuates National Association

1,100 members.
Used 1 poster, 5 calendars, 20 coasters, 100 bookmarks, 250 Les personnes âgées et le Recensement de 1996, 15 N-6-F, 20 Pleins feux sur l'avenir, 20 Questions et réponses sur le Recensement du Canada de 1996.

Conseil central de l'Outaouais

6,000 members.
Used logo/article in March 1996 issue of L'Allumettière (250 copies).

Syndicat des employés municipaux de la ville de Hull

280 members.
Used article/logo and 400 inserts in March 1996 issue of Le Fouineur

BOOKSTORES

Librairie Louis-Frédette

1,200 bookmarks and 2 tent cards.

Librairie Loisirs des usagers

1,500 bookmarks, 4 tent cards and 4 large posters.

Librairie Au Point Inc.

100 bookmarks and 2 tent cards.

L. Boutique l'Intérieur

300 bookmarks, two large posters and 2 tent cards.

Librairie Coopsco (two locations)

200 bookmarks, 4 large posters and 4 tent cards.

Librairie du Soleil

300 bookmarks, 6 tent cards and 6 large posters.

Librairie Garneau

300 bookmarks, 4 cards and 2 small posters.

L. Guy Lecavallier

200 bookmarks, 2 large posters and 2 tent cards.

L. Le Messager chrétien Inc.

100 bookmarks, 2 tent cards and 2 small posters.

Librairie Déjà Lu

200 bookmarks.

Martinez Fernando, Relieur

100 bookmarks.



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V. 2
C. 3

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